

LIFE

A black and white photograph of Franklin D. Roosevelt, smiling and looking upwards and to the left. He is wearing a dark suit jacket, a white shirt, and a dark tie with white polka dots. His right hand is partially visible, holding a dark object, possibly a cane or a book.

FRANKLIN ROOSEVELT AND HIS AMERICA

JUNE 27, 1938

10 CENTS

YOU CAN DEPEND ON CHAMPIONS

FOR MAXIMUM ECONOMY

Under the strict surveillance of the A.A.A. Contest Board, 26 stock cars recently left Los Angeles for Yosemite National Park, 314.5 miles away. Every car was carefully prepared for, and every driver was intent on, one thing only—extracting the most miles per gallon out of every gallon of gas.

This was the third annual Gilmore-Yosemite Economy Run, a real test of engine efficiency and economy. The route is not conducive to good mileage, including as it does almost 100 miles of winding mountain highway and climbs reaching an elevation of over 6000 feet. The “stingy drivers”, as they are known,

furnished proof positive that engines equipped with Champion Spark Plugs get maximum miles per gallon.

The Sweepstakes winner in this event set a new record with Champion Spark Plugs. Eight out of ten first places in various classes went to Champion-equipped cars.

For maximum economy in *your* car replace worn-out spark plugs with new Champions and you'll quickly save their cost in extra gas mileage. Wherever you find dependable service, you'll find a dependable Champion dealer.

CHECK AND CLEAN SPARK PLUGS WHEN YOU CHANGE OIL

CHAMPION
SPARK PLUGS

The Sign of Dependable Service

NEW SAFETY ON WET ROADS

How New Goodrich Road-Drying Tire Protects You Against Dangerous **SKIDS** Like This



WHY THIS NEW KIND OF TIRE STOPS YOUR CAR QUICKER, SAFER THAN EVER BEFORE!

HERE'S big news that may save your life. It's about a NEW KIND OF TIRE that actually *dries wet roads*—the new Goodrich Safety Silvertown with the Life-Saver Tread.

The very first time you've experienced a SILVERTOWN STOP on slippery asphalt or wet concrete, you'll realize that you have found a *new kind of protection*.

In a nutshell, here's how the amazing Life-Saver Tread acts to give you the quickest non-skid stops you've ever seen.

As row after row of the Life-Saver Tread's spiral bars roll over wet, slippery pavements they act like a rapid-fire series of windshield wipers. For these never-ending spiral bars continually sweep the water *right, left—right, left*—force it out through deep drainage grooves. This means there's a DRY TRACK under your car for the rubber to grip.

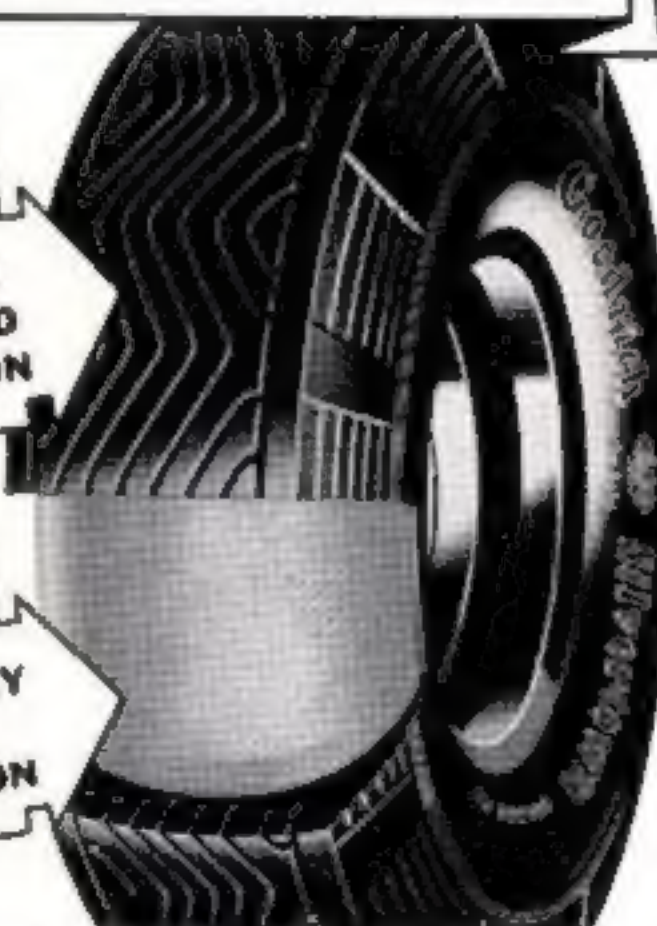
For your sake—for your family's sake—for the sake of other motorists and pedestrians—make it a point to see your Goodrich Dealer or Goodrich Silvertown Store for a *free* safety demonstration of the Life-Saver Tread. And remember, the new

Goodrich Silvertown offers you BOTH Life-Saver Tread skid protection and Golden Ply blow-out protection AT NO EXTRA COST!

TWO GREAT LIFE-SAVING FEATURES BOTH YOURS AT NO EXTRA COST

1
LIFE-SAVER
TREAD SKID
PROTECTION

2
GOLDEN PLY
BLOW-OUT
PROTECTION



3 MONTHS OF GRUELLING TESTS. Over wet roads and dry, Pittsburgh Testing Laboratory checked the regular and premium-priced tires of America's six largest tire manufacturers to determine which tire gives greatest resistance to skids.



"SKID RESISTANCE" SCIENTIFICALLY MEASURED. All tires tested were also checked for skid resistance by Pittsburgh Testing Laboratory on precision equipment.

...and here's their report

America's Largest Independent Testing Laboratory says...

"NON-SKID—The new Goodrich Silvertown with the Life-Saver Tread gave greater skid resistance than any other tire tested, including those tires listed at from 40% to 70% higher in price.

"MILEAGE—The Goodrich Silvertown gave more non-skid mileage than any of the other tires tested in its own price range—averaged 19.1% more miles before the tires wore smooth.

"BLOW-OUT PROTECTION—Despite the severe nature of these tests, no Silvertown blew out, or failed from any cause, while two tires of other makes failed."

A. R. Ellis, Pres.

PITTSBURGH TESTING LABORATORY

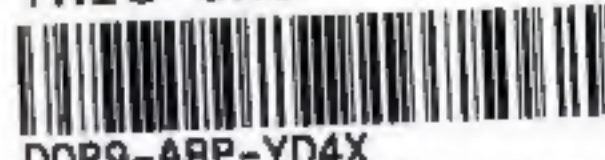
PROVE IT YOURSELF WITH FREE DEMONSTRATION. Test before you invest. Get first-hand proof that the new Goodrich Silvertown with the Life-Saver Tread will give you the *quickest* non-skid stops you've ever seen. Phone or stop in at your Goodrich Dealer or Goodrich Silvertown Store for a thrilling safety demonstration ride. No obligation. It's free!



The new Goodrich SAFETY Silvertown

LIFE-SAVER TREAD SKID PROTECTION  GOLDEN PLY BLOW-OUT PROTECTION

This One



DOP9-ARP-YD4X

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WOMEN'S LIVES Made Easier —every month

BY THIS time, practically all women are curious about Tampax. But those who actually use it are crazy about it... Housewives, office workers, college girls, sports lovers—none will ever go back to the old bulky, unhygienic methods of sanitary protection. Investigate Tampax now!

● Perfected by a physician for all women's use



Tampax is designed for all women, not for any special class... The principle is internal absorption... No belts, pins or pads. And no odor!

● College girls find athletics possible at all times



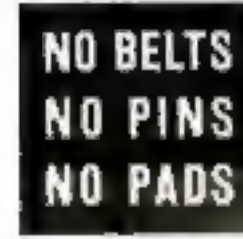
Old restrictions are out of date... You can golf, ride, tennis, swim, bathe—be free any day of the month. No bulk. Nothing can show.

● A month's supply will go into an ordinary purse



Hygienic, highly compressed, each in patented applicator, 35¢ for full month's supply. Smaller introductory size now available at 20 cents.

● In any costume—complete daintiness and protection



Odor banished... Sold at drug and notion counters (if not by your dealer, use coupon below).



TAMPAX Incorporated
New Brunswick, N. J.

Accepted for Advertising by
The Journal of the American
Medical Association

Please send me introductory size package of Tampax.
Enclosed is 20¢ (stamps or coins). (LI-27-68)

Name _____
Address _____
City _____ State _____

LETTERS TO THE EDITORS

Youth 1938

Sirs:

LIFE deserves the commendation of all who are interested in American education for its sincere constructive presentation of the problems of youth. May I express my personal appreciation of the co-operation which LIFE and TIME have given to education.

GEORGE F. ZOOK
President

American Council on Education
Washington, D. C.

Sirs:

I have no doubt that your presentation will gain the sympathetic attention of thousands of people who would never trouble to read the reports.

JAMES R. ANGELL
New Haven, Conn.

My Home Town

Sirs:

How I reveled in the June 6 issue of LIFE is nobody's business!

From my Franklin Street window I can see Hutzler's where Betty Fulton modeled. I lived a year ago in the neighborhood where Eddie Moore sat on a park bench. I spent a year in Tommy Rhodes's Eastern Shore at Church Creek (CCC 1,318) and unsuccessfully played the slot machine in Davis Soda Shoppe in my home town of Barton, Md., around Easter time.

My main object in writing is to clear up an impression that readers will get that Lefty Grove's is in Cumberland as well as Davis Soda Shoppe. Lefty Grove's is in Lonaconing about 20 miles from Cumberland. Davis is in Barton about four miles south of Lonaconing.

My home town!!! About the pigeons—pigeon racing and pigeon shooting are one of the main sports in Lonaconing, Barton and Pekin.

HOWARD G. COOLING
Baltimore, Md.

Protest

Sirs:

I wish to register a protest against the article on Youth and Sex in your last issue. To give the reasons given for people being virgins, and to attempt to my exactly the percentage of young people who are either non-virgin or virgin is foolish. No girl or boy who has any ideals or sense at all would submit to such questioning. I am no more than an average young girl, but to me as to many of my friends the idea of sexual relationships before marriage is repulsive.

PATRICIA MAGEE
University of Minnesota
Minneapolis, Minn.

Sirs:

I heartily agree with Westbrook Pegler. If you want something super-super-colossal, investigate the sex conduct of adults. I am a hotel night clerk, and Boy, what I know and see would fill volumes.

J. W. V.

Huntsville, Ala.

Depression Babies

Sirs:

My husband and I are just out of the Youth class now, being 27 and 28. Just old enough to sympathize and yet be amused.

We graduated from a State college in the real depression years of 1932 and 1933. We were married the summer before I was a senior, and went to school together the next year, my husband taking graduate work. The Didriksons' careful budgeting shown on LIFE's last pages reminds me of ours that first year except that we were only able to scrape together

about \$50 per month, paid \$22.50 rent. We both did part-time work at the college, and I typed themes for students. I also helped correct English themes sometimes.

In our case, it took 14 pounds of applications and letters of refusal before my husband got a job in the summer of 1933. Having taken Agricultural Engineering,



MR. & MRS. R. B. HICKOK

he managed to get into soil-conservation work in Wisconsin and has been in that work since, having been transferred around over several different States.

We have managed to accumulate, while on a two-year stay in one town, a dog, furniture and a new Ford car—all of which has lately had to be stored or left to someone else's care, while we set out on this new travel. We also have a third interest in a small business, and a small bank account.

As to some of the other points mentioned in your study of youth:

Vices: Buying magazines and papers of every kind—no slot machine for us! We don't drink or smoke.

Hobbies: Just now learning to play the accordion. Like gardening. I am interested in American history especially. My husband likes to read about house architecture—both like news, politics, foreign affairs. Detest swing music.

Ambitions: 1. To see as much of the world as possible. 2. Sometime in the future to have a nice home—one we can build ourselves. 3. To have a family—three or four children. 4. To have a group of congenial friends. 5. To have a comfortable income.

MRS. HELEN HICKOK
Muskogee, Okla.

\$16 a Week

Sirs:

The Didriksons live on \$23 a week. Why is that so wonderful? We live on \$16 a week, have a baby, car, boat and cat and subscribe to two newspapers. We own all our own furniture and that and the baby and car were bought with money saved before our marriage. Our rent for a three-and-a-half-room apartment including



MR. & MRS. WALTER HUBER JR.

heat, light, gas and hot water is \$7 a week. Food runs to about \$6 (the baby's milk and cat food run it up). Car allowance is \$1.25, cheaper than busses, and now and then we make extra money act-

ing as a taxi for our friends. Every winter my husband makes about \$30 conducting a model-airplane and boat-building class at the Toledo Newsboys' Assn. This goes for repairs and docking rent for the boat. Extra money is also made by renting the boat. A pot roast lasts us five days and we like canned peas, too. I do all my laundry in a rented machine for 25¢ for an hour and 15 minutes. We save about \$1 a week and we have about \$2 left for amusements and clothes. (We always patronize the second-run theater where everything has to come sometimes anyway.) My husband is much better looking and I'll bet we are far happier.

MRS. WALTER HUBER, JR.
Toledo, Ohio.

Colored Youth

Sirs:

I have just read the June 6 issue of LIFE and want to tell you that I feel you have put your finger on many of the problems of youth. On the other hand, have you ever considered the colored men between 18 and 34? Do you realize that many of them are just as willing, just as able, and just as disappointed as many white youths?

I am a Negro, 21 years old. I graduated in 1934 from high school. Since that time I have been in the CCC, WPA, NYA and now I am working in a hotel. I have been here for almost two years. As soon as this job looked as though I might depend on it I started to go to night school and am now in my second year. Yes I am lucky. If I were white I could have had many jobs which pay more and which



JAMES L. HALL

might have given me something to look forward to. Because of this, I still will go to school. I feel that I am lucky even though I have less than any man really needs. I still have more than most young men get.

I drive 30 miles to school four nights a week which costs me a dollar each night. This does not seem like much but I only earn about \$19 a week. I pay \$25 a month at school, \$18 on my 1935 Ford, and the little that is left for the thousand other things one needs to hold together.

Yes, I am lucky but can't you help to let people know that colored youth do not get a fair chance to stay out of jail—out of the streets? Most of us want only a job.

JAMES L. HALL
Painesville, Ohio

Homeless Youth

Sirs:

In the name of thousands of my comrades of the homeless legions I want to protest against the grievous injustice of neglecting the transient youth.

Perhaps we are not important, perhaps we are only grey drifting shadows; nameless, homeless, empty of purpose and of hope, but we are present—and our numbers are growing.

We are the products of America and of Maryland. The mandate and the heri-

tage, the broken home, the closed factory, and the hypocritical charity have given to us we have carried out in full. Living from one meal to the next, knotting our bodies in tortuous agony for a more warmer sleep, thrown with utter lack of human sympathy in crummy jails and sent to prison farms for vagrancy, chased from town to town, we have learnt too well the meaning of justice and democracy. We do not have to ride in els and interview other derelicts to understand America; the odor of dead flesh is wedged in our nostrils.

When we are called adventurers and admired for our wind-blown ways we are bitterly reminded of Carl saying to Alexandra in Willa Cather's *O Pioneers*: "Freedom so often means that one isn't needed anywhere."

Why were we left out? What is the matter with Maryland? Haven't they seen us riding the blimps and boxcars and thumbing on every highway, haven't they heard us knocking at their back doors begging for food, haven't they taken a thousand candid photos of us sleeping under bridges or eating from garbage cans?

Count us in. Before men stopped measuring age by birthdays, we too were young.

JOHN MILES

Wildor, Idaho

Western Co-ed

Sirs:

I have lived in a university town almost all my life, have gone to Cal for three years, and am married to a Cal graduate. I don't know of anyone who was unable to find a job after graduation.

Our typical campus co-ed looks like the picture on page 56. And yet you say that girls don't dress that way at big State universities. A girl here who wears high heels or a hat is regarded as a freak. We all wear sweaters and skirts, with cotton dresses in the warmer weather, and never anything but short socks and sport shoes all the time.

Any young fellow who dressed as your Princeton fellows seem to would be laughingly called "Joe College" and thought of as a little bit "teched." The average fellow here wears cords or slacks, a hickory shirt (\$1) and a sweater or beer jacket. Since I have been on the campus I have never seen a tie on a student unless he was all dressed up to go someplace. The average male student only owns one suit, he rents his tuxedo, and never pays more than \$1 for his ties (if that much). (The sophomores usually wear jeans.)

The tuition here is only \$53 a year. This includes free hospital services. For



MRS. SHERMAN STANLEY JR.

\$10 a year a student-body card gives you a daily paper, free admission to football, basketball, baseball games and many other events. We have beautiful gymnasiums and swimming any time we want.

DOROTHY STANLEY

Berkeley, Calif.

NYA Funds

Sirs:

I like your treatment of the CCC, but what about the National Youth Administration, which is helping 320,000 young people to earn their way through school and college, and which is giving

work experience to 150,000 out of school youth? Why not a word about the magnificent work of the NYA? The likelihood is that ten per cent of the students in your University of California picture are there because of the help of NYA funds.

ARTHUR NORTHWOOD JR.

President

The National Student Federation
New York, N. Y.

● The National Youth Administration, a branch of WPA under the direction of Aubrey Williams, with a budget of \$50,000,000 is assisting 600,000 young people by giving aid to needy students, by providing jobs with vocational training value to out-of-school and unemployed young people, by finding jobs in private employment for many others.—ED.

Eddie Moore's Glasses

Sirs:

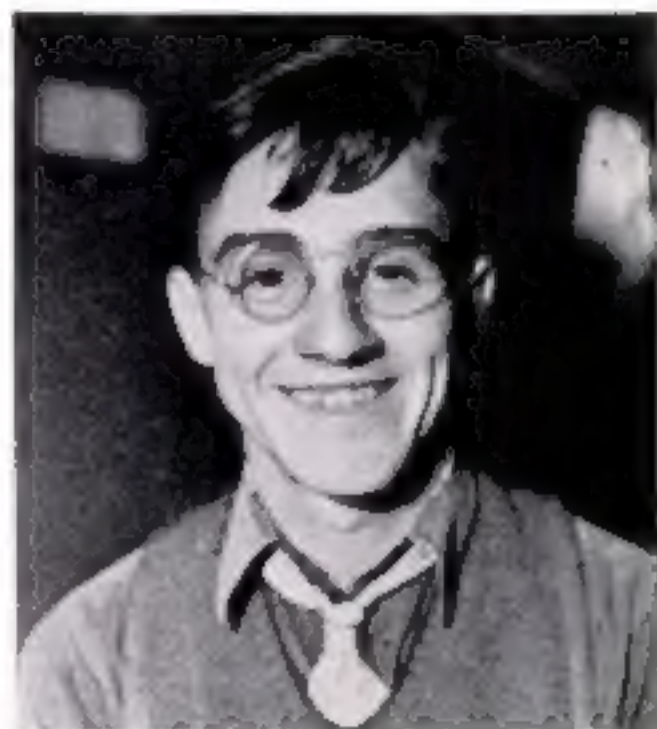
Eddie Moore's need for reading glasses referred to in the June 6 issue of LIFE is now being investigated.

JOHN WILLIAMS AVIRETT II

President

Maryland Society for the Prevention of Blindness
Baltimore, Md.

● Eddie Moore, unemployed boy in LIFE's story, received 13 other offers



EDDIE MOORE

of glasses, several from opticians and optometrists. His old broken glasses have been repaired. The Maryland Society for the Prevention of Blindness is having his eyes examined for a new pair. One LIFE reader is providing him with dental care. The U. S. Dept. of Labor's Children's Bureau has sent information whereby he can get his left leg, impaired by infantile paralysis, fixed. From the National Employment Center in Baltimore he got a \$7-a-week job, hopes to get a better-paying one.—ED.

Nothing Wrong

Sirs:

After wading through all the articles on youth that have appeared in well-known magazines this past year—stories entitled "What Is Wrong With Youth Today," "Listen Youth" and many others in which youth has been picked over, discussed, blasphemed, it is a relief to read this issue of LIFE.

I am 19—an eager young American—have traveled considerably in the U. S. and have listened to discussions on youth problems from people both young and old in all stations of life.

Until I read LIFE (June 6) I really was beginning to think that youth "was going to the dogs"—was almost ashamed of being a "youth."

MARY ANN MEAD

Geneva, Ill.

Enticing
is the word for
"DOLE PINEAPPLE GEMS"
from Hawaii

"Dole Pineapple Gems" are succulent, spoon-sized chunks of sun-ripened pineapple cut from the juiciest, tenderest part of the fruit. Delicious chilled, just as they come from the can, "Dole Pineapple Gems" are splendid combined with other foods. Even old, familiar recipes take on new zest and sparkle with "Dole Pineapple Gems."

*Mothers: "Dole Pineapple Gems" are just right for children to handle without help!

Hawaiian Pineapple Co., Ltd., also packers of Dole Pineapple Juice, Sliced, Crushed, Tidbits, and the new "Royal Spears." Honolulu, Hawaii, U. S. A.—Sales Offices: San Francisco, California.

Try this Island Favorite—Gem Tossed Salad

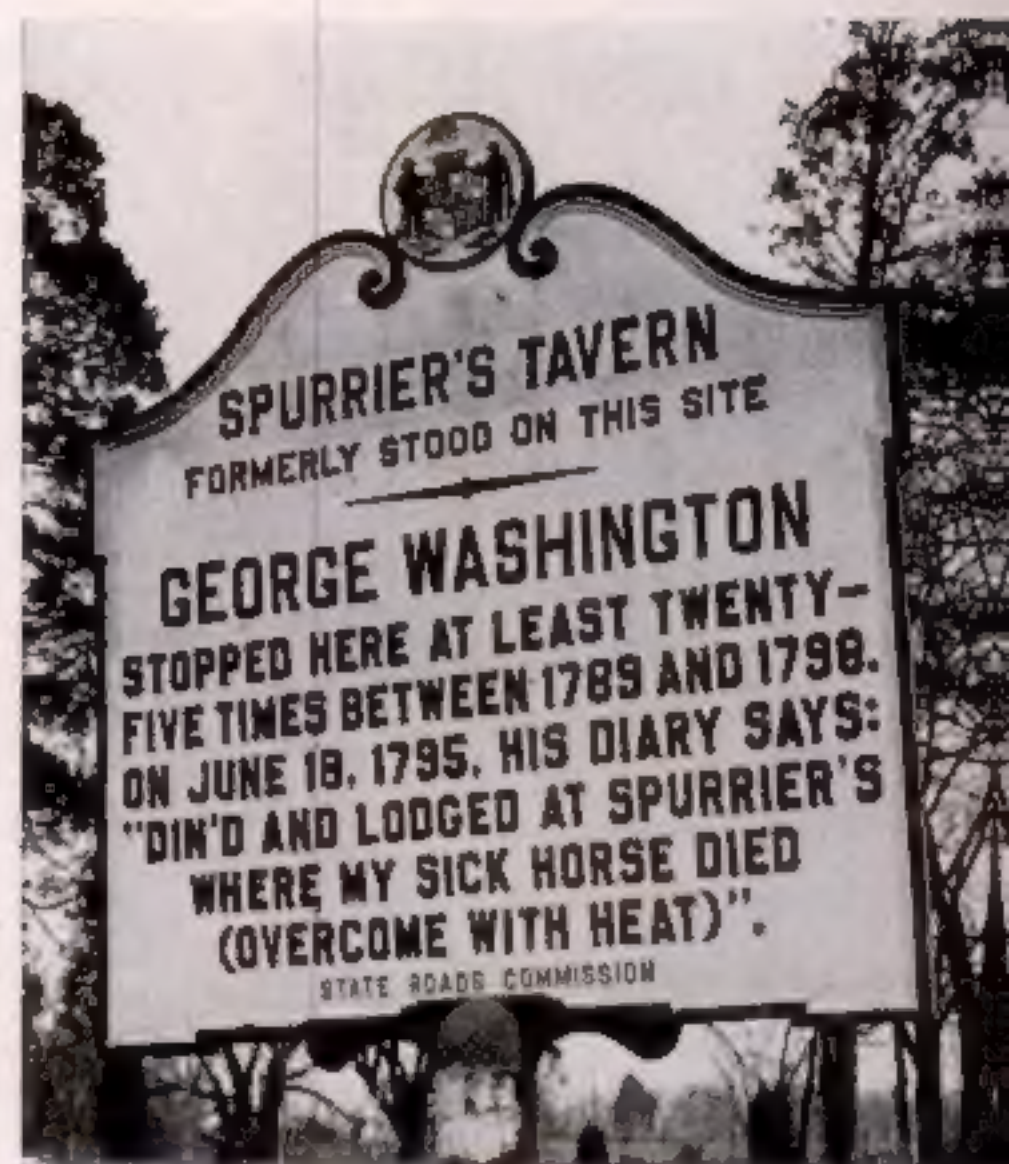
Because of their convenient size and shape, Dole Pineapple "Gems" are particularly well adapted to mixed salads. Try mixing Dole Pineapple "Gems" with crisp lettuce, water cress, grapefruit segments, avocado cubes, sliced olives, and French dressing.

Copyright 1938, Hawaiian Pineapple Co., Ltd.

SPEAKING OF PICTURES . . .



THROUGH A WINDSHIELD THE 40-MILE BALTIMORE-WASHINGTON STRETCH IS ONE LONG CLUTTER OF UGLY SIGNS



HISTORY BEFORE A WATERLOO, MD., TOURIST HOUSE



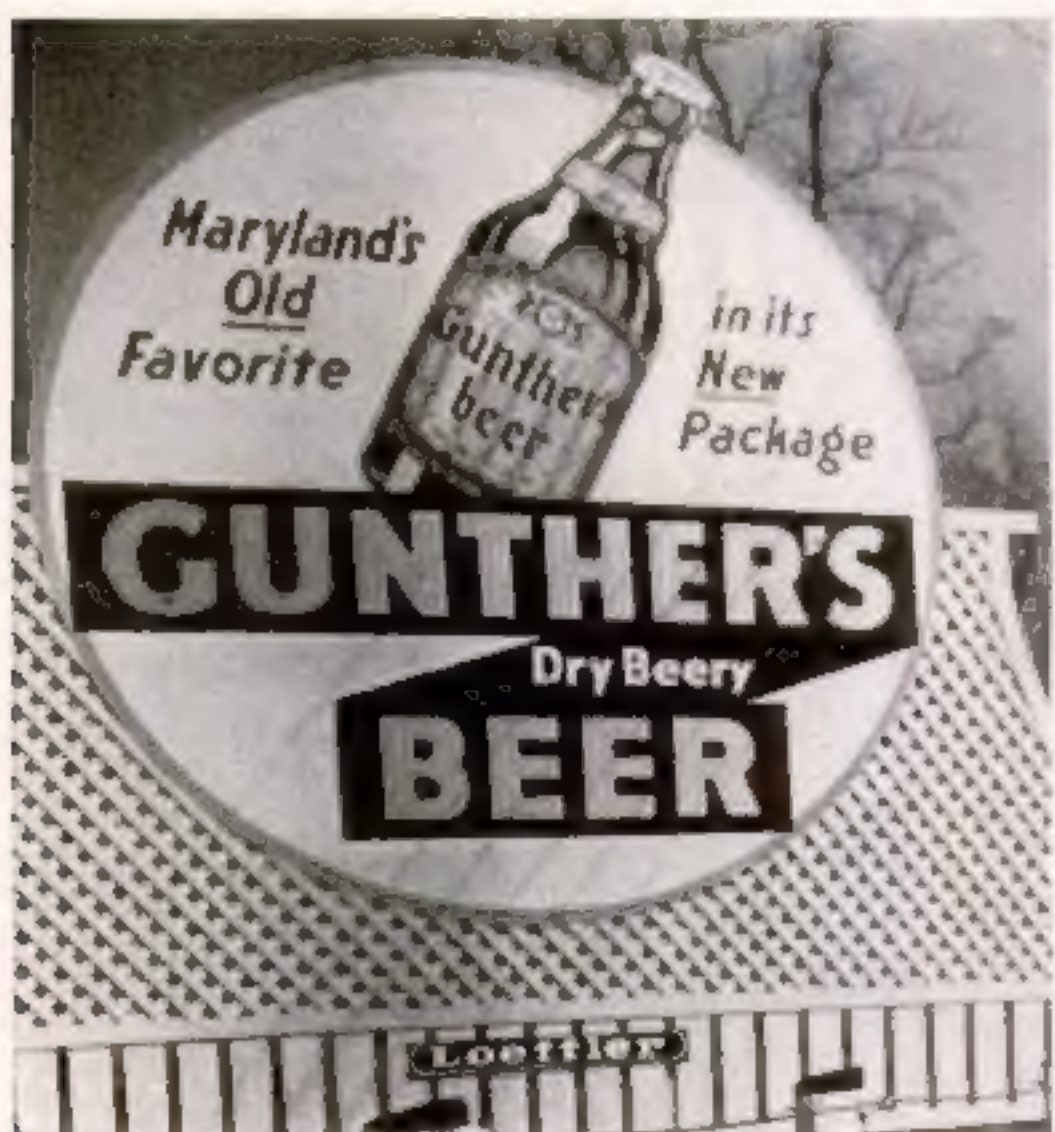
RELIGIOUS SIGNS VIE WITH MOTOR-OIL ADS



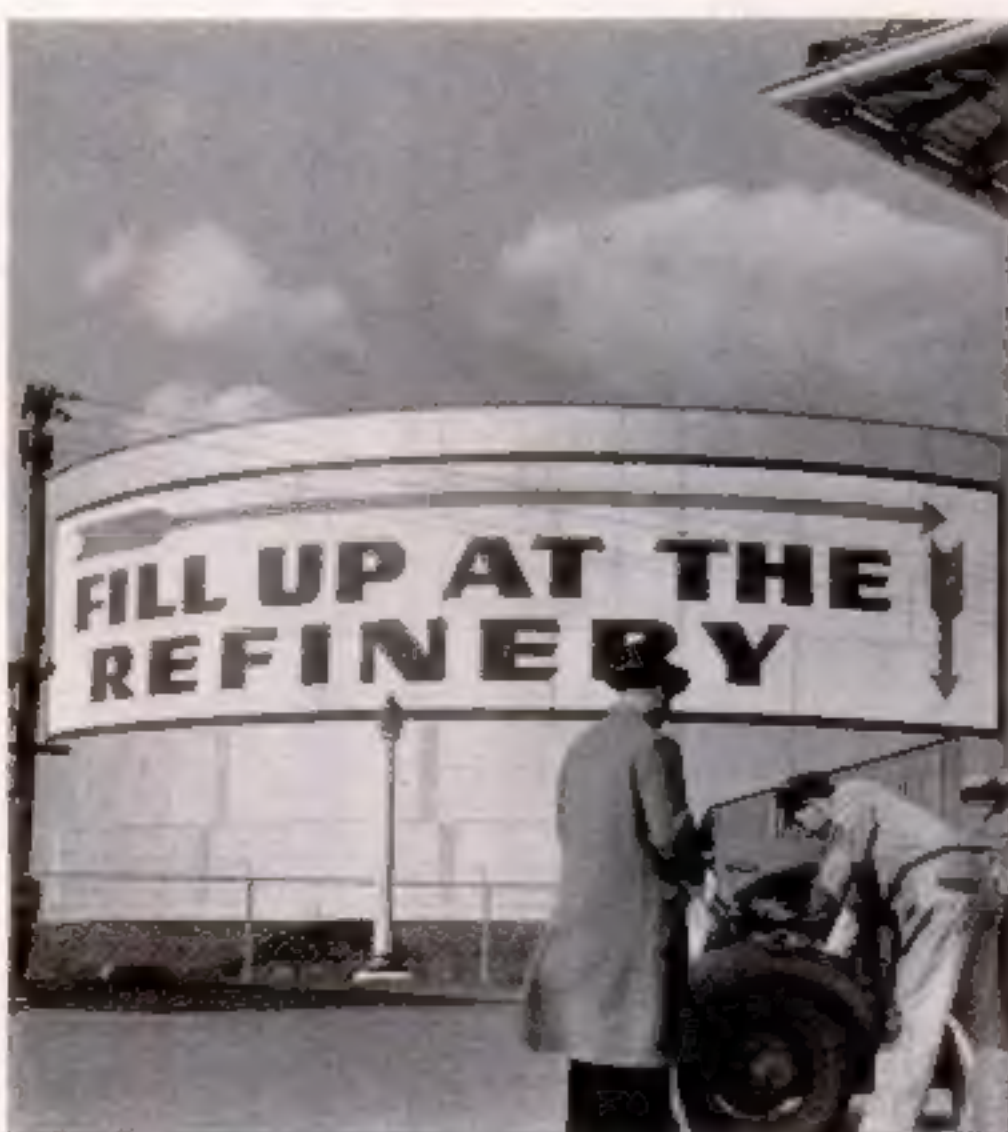
A NEGRO REST STATION AT ELKRIDGE, MD.



FANCY ROADHOUSE NEAR WASHINGTON



MARYLAND ROADS ARE PLASTERED WITH THIS ONE



AT LINDEN, N. J., IS THE BIG ESSO REFINERY



YOU PASS THIS AS YOU ENTER WASHINGTON

... THESE SIGNS MAKE U. S. ROADS AN EYESORE

The U. S. auto highway system is the finest in the world, but its roadside is the most unsightly. No other country has permitted its scenic beauty to be marred by such endless mileage of hot-dog stands, signs, shacks, dumps and shoddy gas stations.

The pictures on these pages are a few of hundreds taken by Margaret Bourke-White on the 241-mile stretch between New York and Washington. This is U. S. Highway 1, for three centuries America's greatest artery of travel and trade. Over northern U. S. 1, Paul Revere made his historic ride. Along it were fought important battles of the Revolutionary and Civil Wars. Between New York and Philadelphia it probably bears more traffic than any similar stretch in the world.

Yet U. S. 1 is literally plastered with eyesores. Ramshackle roadside markets sell birdbaths, stone lions, wooden storks, Kewpie dolls, tombstones, used cars, candlewick bedspreads, eggs, jam and poll parrots. Plain and fancy signs, with or without electric lights, advertise everything from "biggest frankfurter in the world" to "miniature Pinschers for sale," from "buck goat to stud," to "Sunrise View Tourist Cabins." And Coca-Cola is everywhere.

Attempts by women's clubs to clean up the U. S. roadside have resulted in a few half-hearted laws. Some states charge a low yearly sign tax. But the "nation that lives on wheels" still has the dubious honor of having created, along 3,000,000 miles of highway, the Supreme Honky-Tonk of All Time.

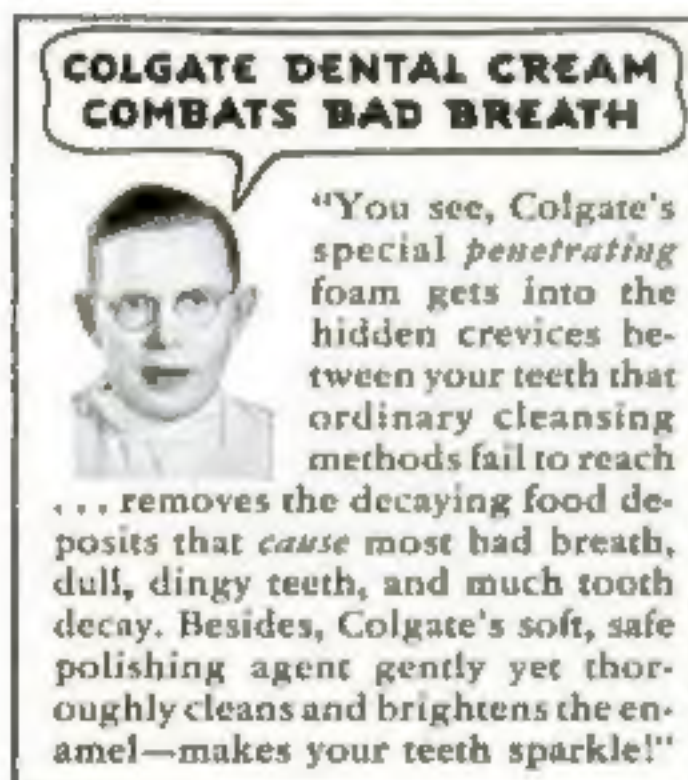
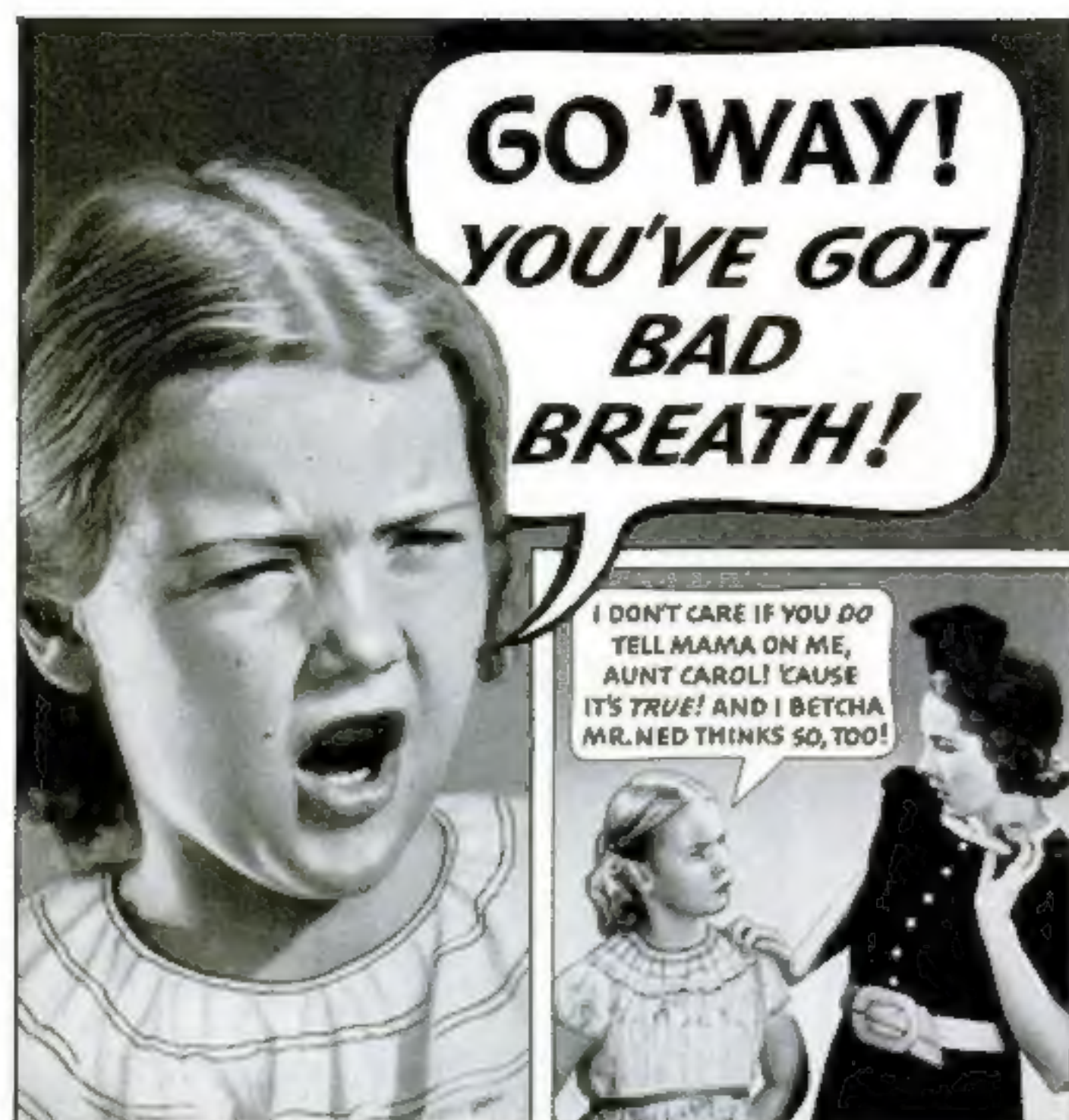


THIS PENNSYLVANIA ROADSIDE SIGN IS WORTHY BUT HARDLY HANDSOME



TEN MILES FROM WASHINGTON IS THIS JUNGLE OF ROADSIDE JUNK





SPEAKING OF PICTURES

(continued)



NEAR BALTIMORE YOU PASS THIS HOMEMADE ATTRACTION



A CONCRETE MONUMENT TO WINE



INVITATION TO MOTORISTS



PIOUS COMMUNITIES ADVERTISE THIS WAY ON U. S. HIGHWAY 1

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LIFE'S PICTURES

The pictures of the storm-blasted tree on pages 46 & 47 and the Oregon shoreline (p. 48) were taken by 57-year-old John Kabel of Dayton, Ohio, one of the best-known landscape photographers in the country. He is shown above netting a large-mouth black bass in Georgian Bay, Ontario, a spot he considers unrivaled for fish and photography. No believer in gadgets, all his pictures are taken with an ancient 5 x 7 bellows camera, firmly set on a wooden tripod. Fishing and photography have kept him too busy for matrimony.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

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2—T. LEO D. MARTIN—DET. TOLEDO NEWS-DEE PHOTO BY JACK WINER
3—ROBERT KNIESCHE—MARY EDWARDS
4—6—MARGARET BOURKE-WHITE
7—KABEL PHOTO
8—OWEN DUNN—DET. GOSLIN
10—A. F.—ACME, INT.—ACME—ACME—A. P. (2)
—ACME, BACKGROUNDS W. W.
11—H. E.—ACME (2), A. P. W. W.—INT.
EISENSTADT—FIX—A. P. W. W.—INT., P. I.
—W. W.; drawings on pp. 10 & 11 by ROBERT JACKSON
12—VICTOR BARON
13—JOHN D. GOODMAN—FRANCIS MILLER
RALPH FORNEY—TORRELL KORLING
14—RUNDOLPH PATRIDGE—WM. VANDIVERT
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15—FRANK J. SCHUBERT—JACK CHESBROW
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16—EISENSTADT—FIX
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18—A. P. W. W., CHARLES NEPPEL—PORT—W. W.—A. P.
19—W. W.
20—CHIEF OF BUREAU AIRCRAFT CORP.—PAUL STRAYER
21—PETER STACKPOLE
22—A. P.
23—PIN, ETC. & P. I.
24—TOMAS MORGAN BASED ON MAP FROM AMERICAN AUTOMOBILE ASSN.
25—EUR.
26, 27, 28—FRED BOND ETC. & H. B. & L. H. p. 28, EUR.
29—32—REDESIGNED FOR LIFE FROM A MAP ISSUED BY ROBERT-VACUUM OIL CO., INC., GENERAL BRACKETING CO., INC., N. Y.
33—36—GORD FROM H. B. ETC. DOI, H. B. p. 33, BROWN BROS. DOI, H. B. p. 35, BACHRACH
41, 42, 43—FAIRCHILD AERIAL SURVEYS ETC. DOI, H. B. p. 42, CHARLES PHELPS DUSHING
44—ANSEL ADAMS
45—EISENSTADT—FIX
46, 47, 48—JOHN KABEL
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51—FRED ALBERT
52—BY PESSIN—A. F.—ACME
53, 54—REO RADIO PICTURES
55, 56—HERBERT MATTER
57—WALTER BALDWIN—REV. STEPHEN CONRAD—E. E. DALLARD
58—INT.
59—W. W.
60—ACME ETC. CUB. WM. J. TRAYNE
61—T. INT. DOI, KATZ—P. I.
62—W. W.—A. P.
63—W. W., PETER STACKPOLE—PETER STACKPOLE, WALTER G. POLLAK
64—PETER STACKPOLE ETC. & H. B. & OEN. H. B. WALTER G. POLLAK
65, 66—COURTESY THE BOND CLUB OF NEW YORK ETC. & P. I. PETER STACKPOLE
67—A. P. ETC. DOI. ACME
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LIFE'S COVER: President Roosevelt's famous smile is more than ever justified this week. For the results of the latest FORTUNE Quarterly Survey of public opinion (see pp. 9-17) prove him to be one of the most popular Americans who ever lived. That is extraordinary, because Presidents usually lose popularity in their second terms, and the political prospects of a President in office when a depression starts are ordinarily not worth a nickel. But Franklin Roosevelt, as Americans have well learned in the past five years, is no ordinary man.

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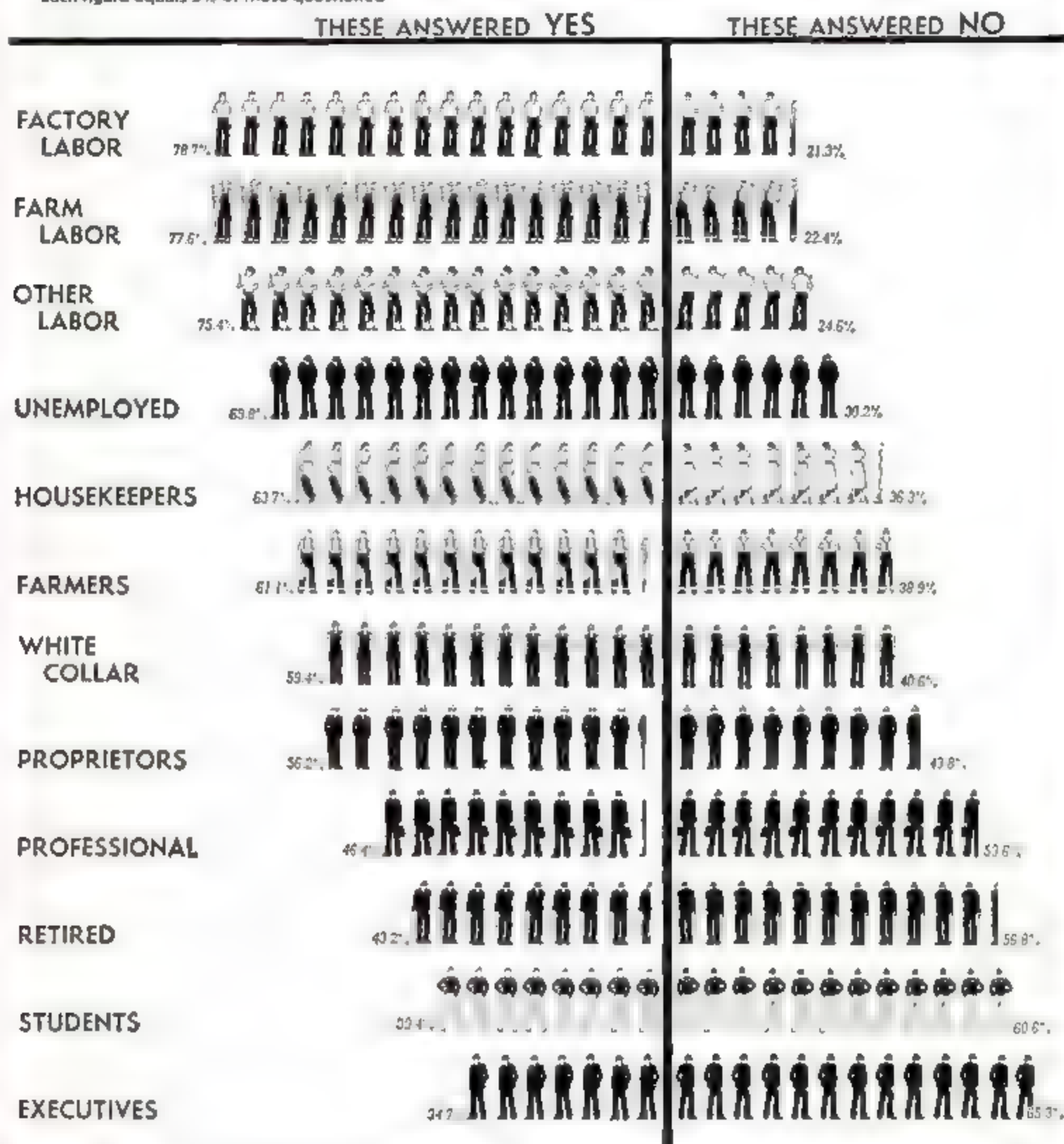
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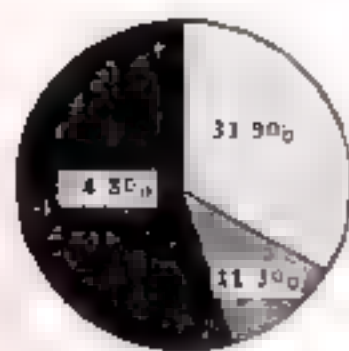


DO YOU APPROVE IN GENERAL OF F.D.R.?

Each figure equals 5% of those questioned



FORTUNE POLL SHOWS THAT AMERICA IS FOR ROOSEVELT IN SPITE OF THE NEW DEAL



The most significant and exciting political fact of the year is revealed in a poll of public opinion by LIFE's sister magazine *FORTUNE*, published June 23. It is something which intimate observers report, President Roosevelt has stubbornly refused to believe possible. It is something which political writers have been hinting at and speculating about for months. Now comes *FORTUNE* with positive proof that, although an overwhelming majority of the American people admire Franklin Roosevelt's personality and a smaller majority support him generally, the majority of U. S. citizens do not actively approve of the New Deal.

FORTUNE, whose poll in October 1936 came within one percent of predicting

the vote by which President Roosevelt was re-elected, secured its proof by personal interviews, under the direction of Elmo Roper, with thousands of people of every occupation and every economic level in every part of the United States. The pictograph above shows how people of various occupations (eliminating those undecided or uninformed) answered *FORTUNE*'s Question No. 1: "Do you approve in general of Franklin D. Roosevelt?" The pie-chart at left shows how the country as a whole answered it: 11.3% said "I don't know"; 33.9% said "No"; 54.8% said "Yes."

To see some of the people whom *FORTUNE* interviewed, and to find out why they answered the questions as they did, LIFE sent its cameramen and *FORTUNE*'s interviewers over the country to obtain the pictures and facts on pages 12-17.

AMERICA LIKES FRANKLIN ROOSEVELT AND HIS REARMAMENT AND FOREIGN POLICIES



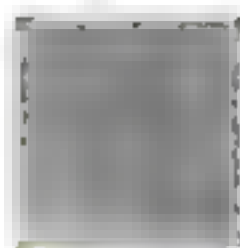
LIKE



DISLIKE



UNINFORMED



UNDECIDED

On this and the opposite page are summarized America's answers to **FOURTEEN** questions. In addition to the general question on the previous page, they were:

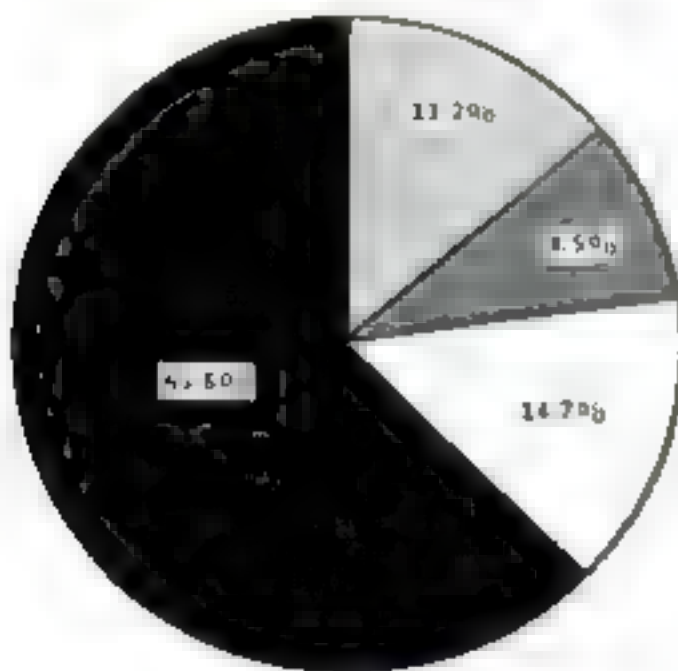
On the whole, do you like or dislike: 1) Roosevelt's general economic objectives? 2) the methods by which he seeks to achieve them? 3) his personality? 4) his advisers and political associates? On the whole, do you approve or disapprove of: 5) his international policy? 6) his rearmament policy? 7) his attitude toward TVA? 8) his Reorganization Bill? 9) his attitude toward labor unions? 10) his attitude toward big business? 11) his wages and hours legislation?

Only three of these eleven questions did a majority of the people answer "Yes, I like—or I approve." And the two Roosevelt policies which a majority did approve—rearmament and foreign policy—have nothing to do with the New Deal, which is strictly a domestic matter.

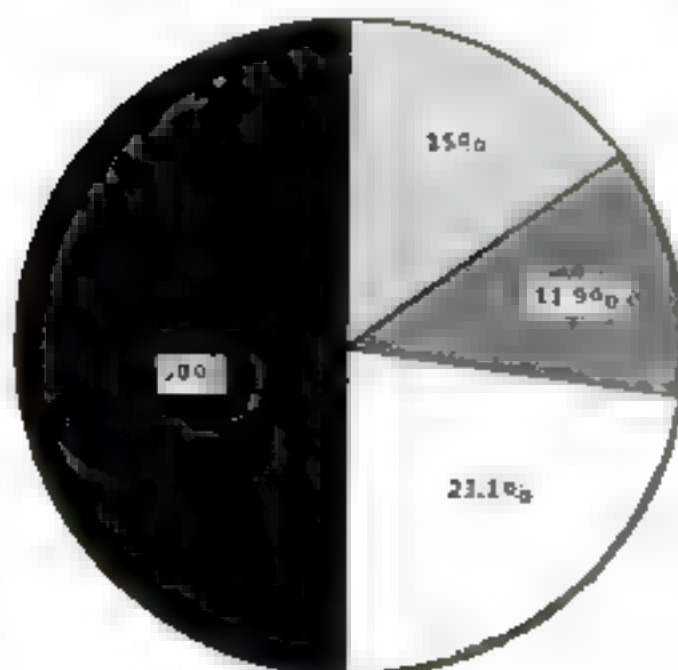
May Roosevelt opponents, then, anticipate his early downfall? Far from it. Total one of the questions did a majority answer "No, I don't like—or I don't approve." Look at the white and dark-gray segments in these pie charts to see that the political balance of power is held by voters who have no opinions on matters of Government policy, who answer either "I haven't made up my mind" or "I don't know anything about it" when asked about specific aspects of the New Deal. Look at the chart on Roosevelt's personality to see that when they go to the polls, what they *do* know is that Franklin Roosevelt is a man they like.

President Roosevelt was re-elected in 1936 by 60 1/2% of the voters. That the popular approval of him in **FOURTEEN** poll now stands at 54.8%, may or may not mean that millions of his followers have turned against him. If the people of no present opinion were to divide in the same proportion as do those whose minds are made up, his popular strength would now be almost exactly what it was in November, 1936.

REARMAMENT



FOREIGN POLICY



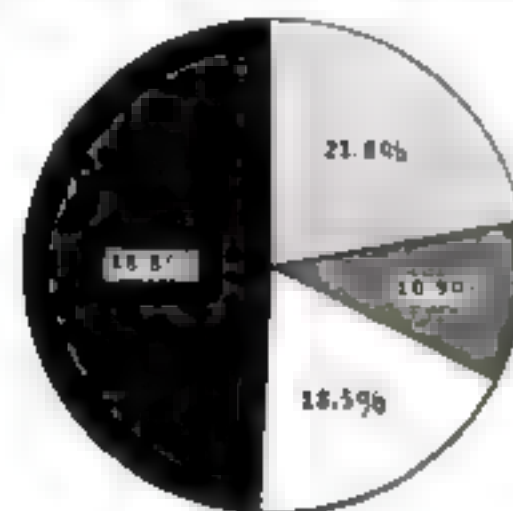
IT DISLIKES OR IS ON THE FENCE ABOUT HIS ADVISERS AND NEW DEAL



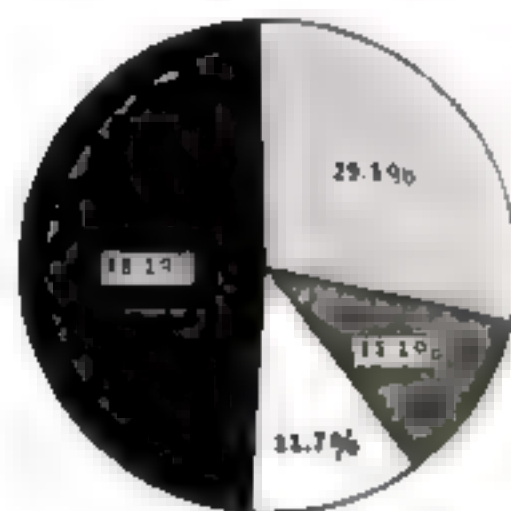
Weighed on this page are features and ventures which cover pretty much the whole of the New Deal. All of them are found wanting a positive majority in their favor. The most striking single fact is the unpopularity of President Roosevelt's advisers and associates, as compared with his own great popularity. Indicated on the part of many Roosevelt admirers is a naïve or wishful conception of an easy-going, well-meaning man being misled by a bunch of hot-headed, radical wise guys. *Fact:* in his Administration, Mr. Roosevelt is Boss. When Solicitor General Jackson sounds off against monopoly, or WPA Administrator Hopkins endorses a New Deal candidate in Iowa's Democratic primary, or Branstruter Corcoran directs a Party purge of less-than-100% Rooseveltists, each does it with the advice & consent, if not by the command, of the President.

Constantly chivvied by their "liberal" friends are people who once supported Roosevelt but have regretfully turned against him because of what they consider the impetus, rough-riding methods by which he has sought to achieve his aims. They may take comfort in learning that more Americans deplore this than any other feature of the New Deal.

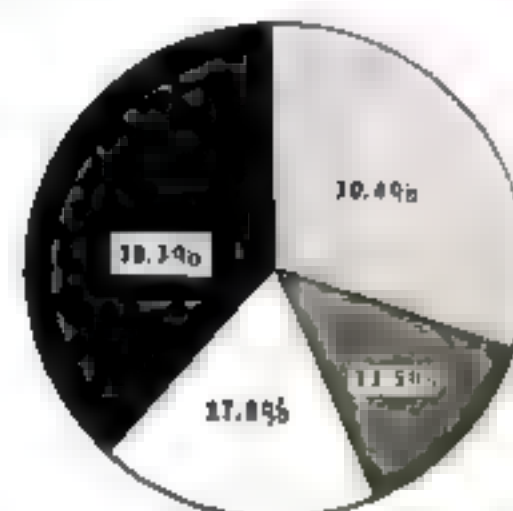
WAGES AND HOURS



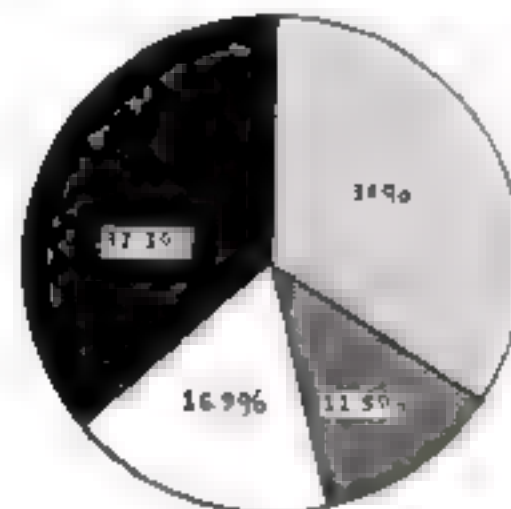
HIS ECONOMIC AIMS



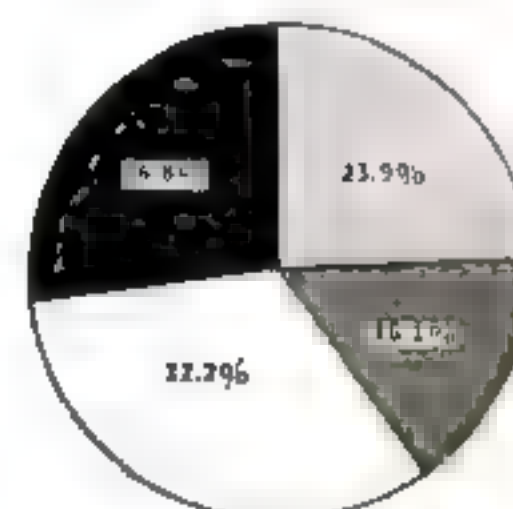
F.D.R. ON UNIONS



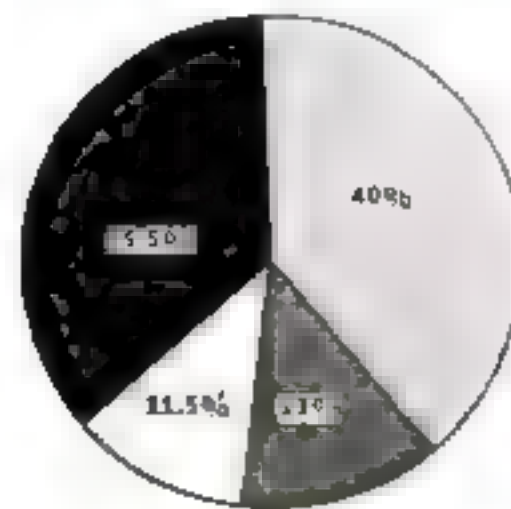
F.D.R. ON BUSINESS



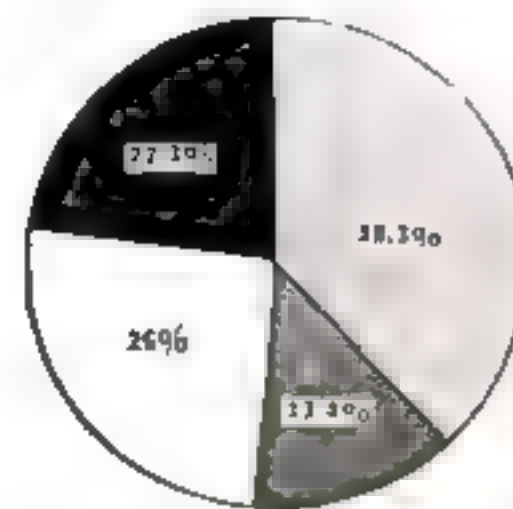
F.D.R. ON TVA



HIS METHODS



REORGANIZATION



Vote Thus on Roosevelt and His New Deal

	FOR	AGAINST
F. D. R. in General	84.7%
His Personality	93.6%
His Rearmament Policy	85.2%
His International Policy	82.4%
Wages and Hours Legislation	91.3%
His Economic Objectives	87.3%
His Attitude toward Unions	85.5%
His Attitude toward Business	85.2%
His Attitude toward TVA	77.9%
His Methods	78.7%
His Advisers and Associates	73.6%
Reorganization Bill	76.6%

NEGROES LIKE ROOSEVELT AND THE NEW DEAL MOST



Reliefed Frank Bates, 52, of 99 Butler St., Atlanta, Ga. is a cripple. He used to earn his living by working around cotton mills and by running an elevator. Now he sets grass in parks for WPA at \$9 a week. As explained to the LIFE-

FORTUNE interviewer (right), Frank Bates's wholehearted support of President Roosevelt is on a purely personal basis. "I has to go with him for he helps me," said he. "I can't hate the only one that's ever done anything for me."

THE POOR AND THE RICH: VOTES BY INCOME LEVELS

On this page and the following five are 17 of the people whom FORTUNE interviewed in its poll. They are grouped here according to their economic level: Negroes, Poor, Lower Middle Class, Upper Middle Class and Prosperous. The American's vote has always been affected by the amount of money in his pockets, but never before has this factor counted for so much as under the New Deal. There have always been more poor than well-to-do people. It remained for Roosevelt to unite the less prosperous, waken them to their political strength.



Odd Job Man Wymon Moore, aged 33, who also lives at 99 Butler St. in Atlanta, proves that not all of the President's Negro support is for personal favors rendered. Moore is an asphalt worker by trade. Now odd jobs bring him

about \$4 per week, to Frank Bates's \$9, but Moore prefers that to going on relief. To every question about the President and his policies, he answered an emphatic "Yes, m'am. Ah likes everything President Roosevelt does."



Sharecropper T. J. Morehead, 56, of Dunwoody, Ga. earned his living as a charcoal burner for five years. Otherwise he has always been a farmer, like his father. Cash money is rare with him and he has no idea how much of it he sees



in a year. He noticed that "times got real hard one time, but I just kep' workin'." On the whole, neither depression nor prosperity means much to him. "Ah has to work all de time anyhow." Of all underprivileged groups, South-

ern sharecroppers have probably got least from the New Deal. But T. J. Morehead approves all the Roosevelt policies just the same. Why? "'Cause President Roosevelt is for 'em. He suits me all right. He helps de workin' man."

THE POOR

POOR WHITE PEOPLE LIKE HIM JUST ABOUT AS WELL



Ash Collector John Hankle, 30, of 4777 Lincoln St., Denver, earns \$50 per month working for his father, who owns the truck and takes half of the business' \$100 monthly profit. He has a wife and two children, aged 6 and 8. Hankle

doesn't know what President Roosevelt's methods are, who his advisers are, what his attitude toward labor unions is, but he is a strong Roosevelt man. "He's trying to do his best," says Hankle. "He's for the general run of people."



Farmhand Emmett Lee Vick, 28, of near San Angelo, Tex., told LIFE FORUM's interviewer (left): "Those New Dealers would play hell if they moved onto this farm and tried to make a living, as little as they know about it."



Reliever Alfred P. M. Anderson, 45, lives in this self-made shack at 1008 McCarty Ave., Rock Springs, Wyo. Starting life as a farmer in Minnesota, he moved to Wyoming when things went bad. Father of five, he has been everything

from coalminer to carpenter in the past ten years, now gets \$44 per month from WPA. Anderson on Roosevelt: (in general) "I'm for him, sure." (economic objectives) "He's done wonders." (personality) "He sure puts out fire talks."



Factory Worker Madira Thompson, 27, (left) of 1108 W Prospect St., Kewanee, Ill. makes \$4.55 per day loading parts in the Kewanee Boiler Co. plant. Father of one, he ekes out his pay by selling shoes in spare time. Thompson on

Roosevelt. (economic objectives) "I'm for him. He's working hard for all classes of labor." (methods) "They're good. He doesn't fear anything, works hard, doesn't let anyone influence his decisions." (advisers) "They're fighting him."

Vote Thus on Roosevelt and His New Deal

	FOR	AGAINST
F. D. R. in General	75.1%
His Personality	92.5%
His Rearmament Policy	86.3%
His International Policy	79.8%
Wages and Hours Legislation	79.2%
His Economic Objectives	73.9%
His Attitude toward Unions	72.9%
His Attitude toward Business	65.6%
His Attitude toward TVA	64.2%
His Methods	64.9%
His Advisers and Associates	61.0%
Reorganization Bill	51.9%

CONTINUED ON NEXT PAGE

THE LOWER MIDDLE CLASS

Vote Thus on Roosevelt and His New Deal

	FOR	AGAINST
F. D. R. in General	61.6%
His Personality	88.5%
His Rearmament Policy	63.3%
His International Policy	77.0%
Wages and Hours Legislation	71.9%
His Economic Objectives	62.2%
His Attitude toward Unions	57.0%
His Attitude toward Business	53.5%
His Attitude toward TVA	56.2%
His Methods	53.4%
His Advisers and Associates	53.9%
Reorganization Bill	64.1%

(continued)

LOWER MIDDLE CLASS ARE FOR HIM, BUT NOT SO MUCH



Housewife Mrs. Joseph Entriken, 22, of 9390 Olive St., Oakland, Calif., votes against the majority of her economic class. She and Mr. Entriken, who makes around \$100 per month from his small filling station, disapprove generally

of President Roosevelt. They do not feel nearly as secure now as they did a year ago, before Depression II. "I think Roosevelt is dumping down so much of his success that it's about to try anything now," says Mrs. Entriken.



Storekeeper Hollie Amos Johnson, 32 (center), has owned a general store on R.F.D. 2 near Des Moines, Iowa for two years. His business has been getting better at the time, now nets him \$150 per month, which is more than he

made as a farmer in South Dakota. Johnson is for Roosevelt, friend of the common man. He is worried, though, about New Deal spending. He doesn't know where the money is coming from. But it's been good for his business.



Dress Model Dean Corley, 21, of 7900 10th Ave., Brooklyn, N.Y. says: "I think that if Roosevelt gets much more power he will be a dictator. I don't like his attitude toward business. But I like him and I'm just as strong for him as ever."

UPPER MIDDLE CLASS DISLIKES MUCH OF NEW DEAL



Insurance Salesman William R. Eaveson, 29, of 860 Amherst St., Buffalo, N.Y. disliking and disapproves everything about Roosevelt and the New Deal. Starting fresh six years ago, he has made himself one of Guardian Life's four

or five best salesmen in the nation. He thinks that the President has fostered class hatred as never before, coddling the "have-nots" and dismissing the fact that the "haves" have mostly made their way by hard work and ability.

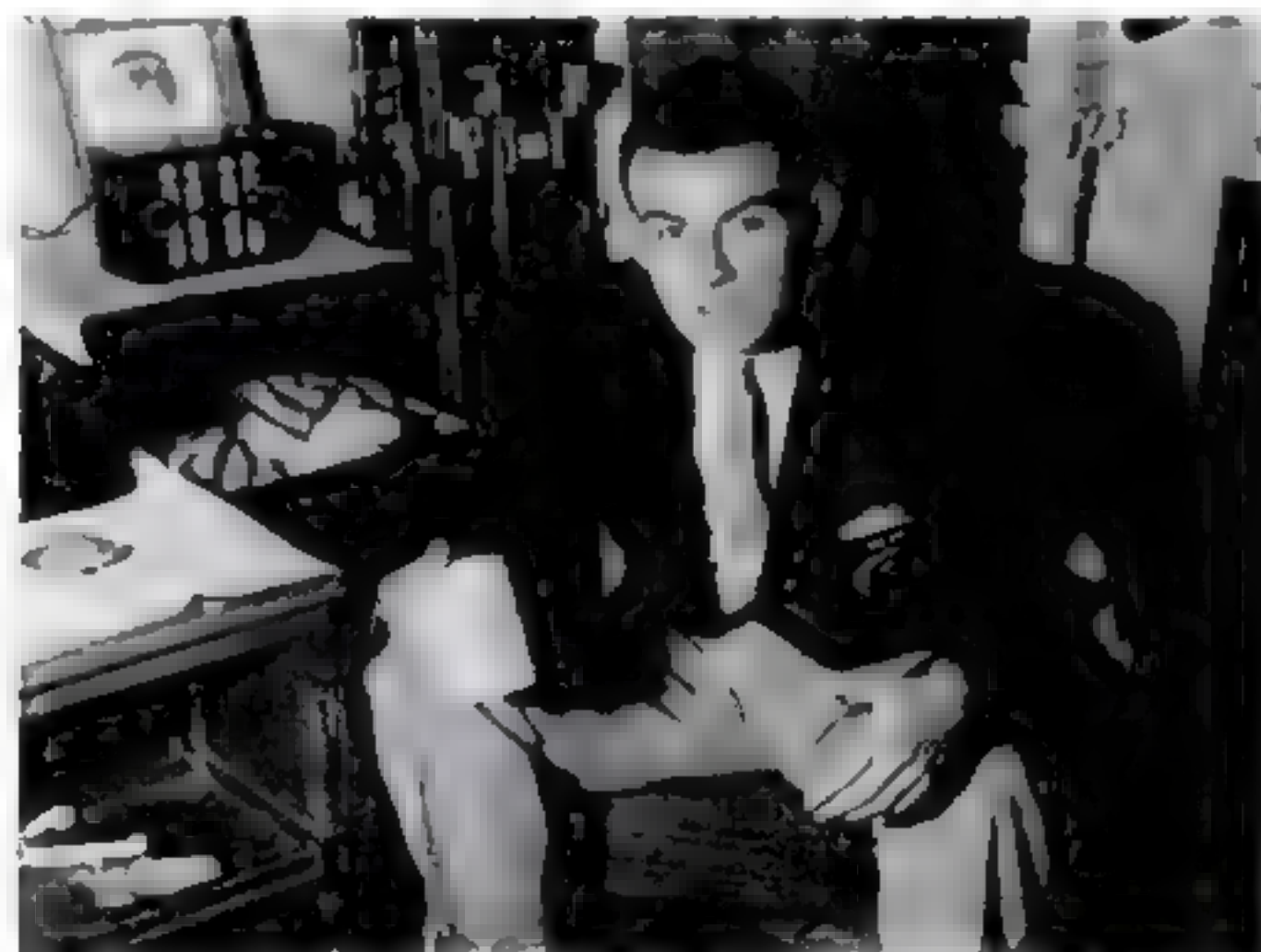
THE UPPER MIDDLE CLASS

Vote Thus on Roosevelt and His New Deal

	FOR	AGAINST
F. D. R. in General	52.5%	...
His Personality	84.5%	...
His Rearmament Policy	80.1%	...
His International Policy	75.6%	...
Wages and Hours Legislation	60.3%	...
His Economic Objectives	55.2%	...
His Attitude toward Unions	55.1%	...
His Attitude toward Business	...	57.5%
His Attitude toward TVA	...	54.7%
His Methods	...	64.1%
His Advisers and Associates	...	61.1%
Reorganization Bill	...	70.3%



Store Executive Joe Herman Williams, 26, of Lipscomb, Ala. is also a self-made man, having worked up in 18 years from stock boy to his present position. But like the majority of his economic class, he approves of Franklin D. Roosevelt in general, though disliking many of his policies. He was against Reorganization, thinks President Roosevelt "has got business scared to death."



Student Kenneth L. Frank, 21, of Milwaukee, Wis., a Brown undergraduate, disapproves of Roosevelt. "As a man, yes. As a President, no," says Frank. "He meddles with Big Business too much. He has too much power, and the Reorganization Bill was a grab for more. Napoleon soared too high. Where is America's St. Helena?"



Student Hope Janet Harkness, 22, of Bristol, Conn., is a Phi Beta Kappa at Pembroke College in Providence, R. I. Says she "The money for Roosevelt's rearmament program is being spent for no consumptive good. The Wages & Hours Bill will not accomplish its purpose because industry will migrate to submarginal districts."

CONTINUED ON NEXT PAGE

THE PROSPEROUS

Vote Thus on Roosevelt and His New Deal

	FOR	AGAINST
F. D. R. in General	61.3%
His Personality	74.4%
His Rearmament Policy	80.1%
His International Policy	70.7%
Wages and Hours Legislation	54.6%
His Economic Objectives	57.8%
His Attitude toward Unions	72.9%
His Attitude toward Business	68.8%
His Attitude toward TVA	68.3%
His Methods	74.1%
His Advisers and Associates	71.7%
Reorganization Bill	78.1%

(continued)

Page 16

THE PROSPEROUS CONDEMN ROOSEVELT AND NEW DEAL



Retired Businessman Whitman W. Bowers, 62, was long an executive of a large Connecticut corporation. He started as a clerk after finishing at Hartford Business College. He now winters in Waterbury, Conn., summers at South Eg-

mont, Mass. His income, from stocks, has taken a tumble in Depression II. He occupies his time raising rabbits for laboratory use, gardening with scientific purpose and artistic results. He says: "Roosevelt is entirely wrong."



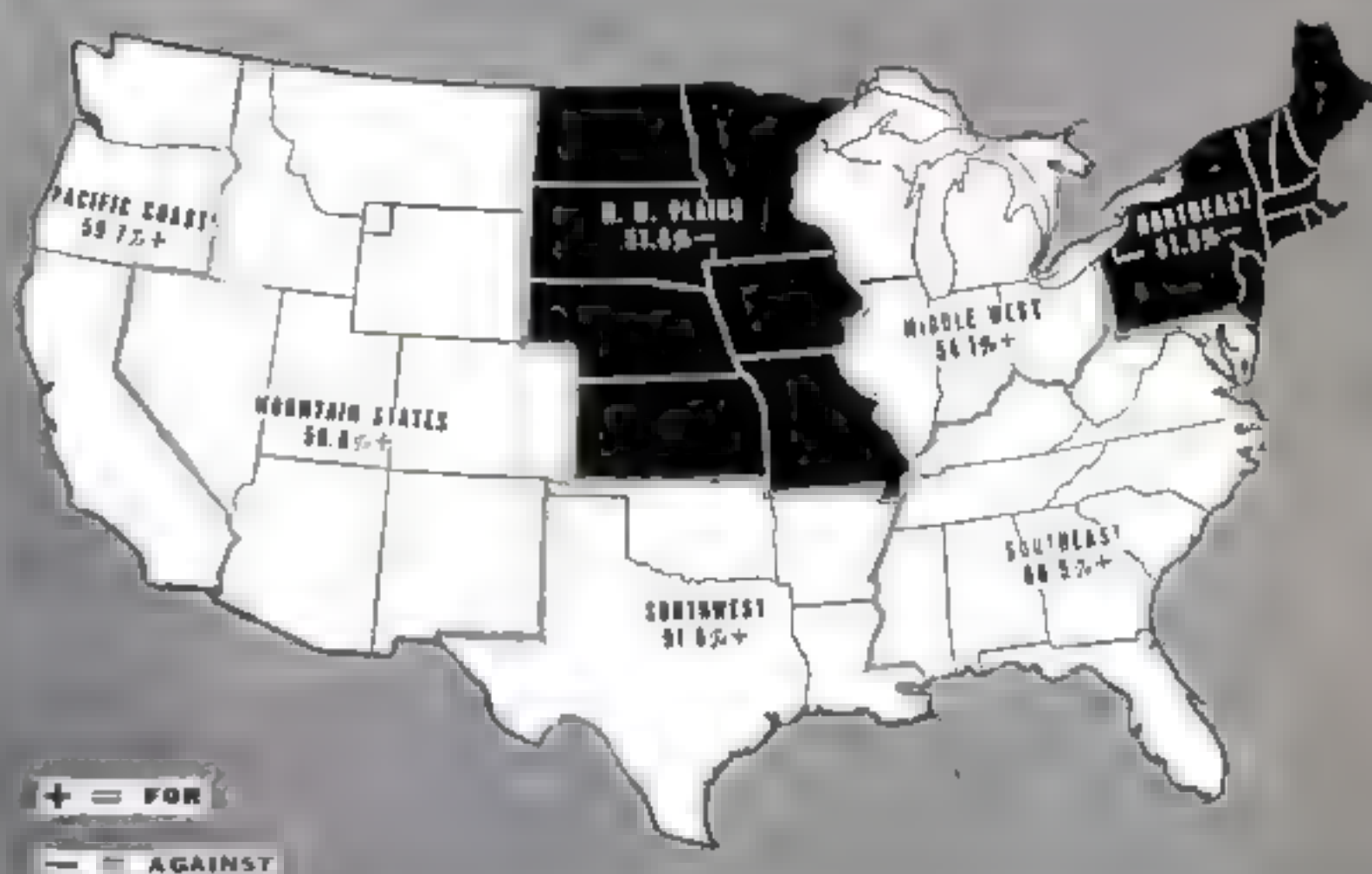
Connecticut Yankee Bowers looks grim as his great Dane when he thinks of what President Roosevelt has done and is doing to the country. "Roosevelt," says he, "is a man with a few childish human ideals and no practical follow-

up, an impulsive man who alters his ideals and purposes every day. You can't put any dependence on his principles. The majority of Americans today are only existing, not developing. They are drifting away from ability and the

will-to-do. This is Roosevelt's policy and he has led them to believe in it and to look to someone else for their salvation. He has built this mental state into our country, taking away our Puritan heritage of work, thrift and foresight."

CONCLUSION: ROOSEVELT IS STILL THE MASTER OF AMERICAN POLITICS

	SOUTHWEST	SOUTHEAST	PACIFIC COAST	MOUNTAIN STATES	MIDDLE WEST	NORTHWEST PLAINS	NORTHEAST
PERSONALITY	98.0%+	94.9%+	92.6%+	87.6%+	84.4%+	84.1%+	80.1%+
REARMAMENT	91.1%+	90.3%+	84.8%+	91.4%+	78.0%+	72.5%+	81.5%+
INTERNATIONAL	87.3%+	87.1%+	89.9%+	71.5%+	70.0%+	71.3%+	70.0%+
WAGES & HOURS	90.6%+	83.2%+	69.6%+	70.9%+	62.6%+	62.1%+	56.9%+
OBJECTIVES	88.9%+	77.8%+	67.2%+	65.3%+	56.8%+	50.9%+	50.3%+
UNIONS	81.0%+	74.2%+	53.7%—	58.5%+	52.5%—	57.5%—	53.3%—
BUSINESS	78.1%+	72.2%+	50.2%—	52.6%+	51.8%—	53.9%—	61.8%—
TVA	87.2%+	75.2%+	57.8%—	55.6%+	53.2%—	59.2%—	59.7%—
METHODS	76.0%+	65.8%+	57.6%—	64.7%—	55.7%—	63.8%—	64.0%—
ADVISERS	71.3%+	66.2%+	57.2%—	64.8%—	54.3%—	58.6%—	66.1%—
REORGANIZATION	69.1%+	58.1%+	58.2%—	71.2%—	67.1%—	72.9%—	75.7%—



The map of President Roosevelt's present standing in various sections of the country, as revealed by FORTUNE's poll, shows that his 54.8% popular approval must be slightly discounted. For in the Northeast and Northwest Plains, which cast 181 of the nation's 531 electoral votes, a bare majority now actively oppose him. And his surplus of popularity

in the South is useful only as resurgent Southern masses may help him unseat their conservative representatives in Congress. But even though he might not be able to repeat his smashing 523-to-8 electoral vote victory of 1936, when he carried all but Maine and Vermont, Franklin Delano Roosevelt is still the indubitable master of American politics.

ROOSEVELT PERSONALITY CHARMS MORE MEN THAN WOMEN

Women now hold title to some 70% of America's wealth, exert a vast though unmeasured influence in American politics. A favorite grouse of Roosevelt-hating men has been that much of his power is due to the spell which the spectacular charm of his handsome face, warm smile and beautiful voice casts over female voters. It is enlightening to discover in the FORTUNE poll that, though the differ-

ence is only 2.8% in one case and 1% in the other, a smaller percentage of women than of men like the President's personality (78.9% to 81.7%), and a larger percentage of women than of men actively dislike it (12.2% to 11.2%). Only other striking difference between the sexes is in the plurality of women who don't know, or are frank enough to admit they don't know, anything about New Deal policies.



Mr. Jacob J. Straley, Buffalo, N. Y. civil engineer, dislikes Franklin Roosevelt's objectives and methods but likes the President's personality because of his "constructive principles."



Miss Agnes Noble Wentworth, New York City restaurant dietitian, approves of President Roosevelt's humanitarian objectives but she dislikes his "stubborn, concerted" personality.

LIFE ON THE NEWSFRONTS OF THE WORLD

Congress goes home, a China flood stops Japan and history is made in golf and baseball

Symbolizing the aching desire of Congressmen to be done with their legislative tasks and off to their campaigns for re-election, Speaker William B. Bankhead of Alabama in the closing hours of the session spotted a baby in the House Gallery, climbed down from his rostrum and planted a tender kiss on the infant's head while photographers snapped. When Speaker Bankhead finally banged down his gavel for the last time at 9:00 p.m. on June 16, he brought to an end the third & last session of the most expensive Congress in America's peacetime history. But the fact by which history

is most likely to remember the 73d Congress is the way in which it shattered the rules of American politics by yielding to President Roosevelt. By those rules: 1) a President loses control of Congress in his second term; 2) when a depression burgeons in either of a President's terms, it destroys him politically. But this Congress, which had balked at the President's Court-packing bill and returned last autumn bristling with determination to defy him for Business' sake, quietly turned up its toes in its final weeks. Given a chance to take back its major instrument of power—the power-of-the-purse—Congress instead handed over \$3,700,000,000 more Relief-Recovery dollars to President Roosevelt to spend virtually as he pleases. Washington observers credited this Congressional surrender partially to the fact that even without the new billions, there were enough Relief-Recovery dollars previously appropriated but not yet spent to give the President great power to reward and punish lesser Democrats. The rest is explained in the public-opinion poll with which LIFE leads off this issue (see pp. 9-17), demonstrating the enormous personal popularity which makes the Roosevelt name still magic at the polls. As Democratic Congressmen sped home to the hustings last week, it seemed unlikely that many of them would dare to swear anything but continuing loyalty to "Our Peerless Leader."



BANKHEAD

The world's two wars promised the underdogs a breathing spell last week. In China the sandy waters of the Yellow River rose up against the Japanese, hurled them back from Chengchow and incidentally drowned about 50,000 Chinese. Japan postponed its drive south on Hankow until September, when the August flood season is over. Madame Chiang Kai-shek, wife of China's Generalissimo, sent silver spoons to her Wellesley College (Mass.) classmates, "to show that a spoon may be licked but China can't." . . . In Spain, the Rebels widened their spur on the eastern coast from 40 miles to 70 miles and on June 13 captured the fine roadstead of Castellon. Meanwhile the Loyalist "Lost" Battalion on the French frontier was driven from its position astride the mountain passes, across the border into France.

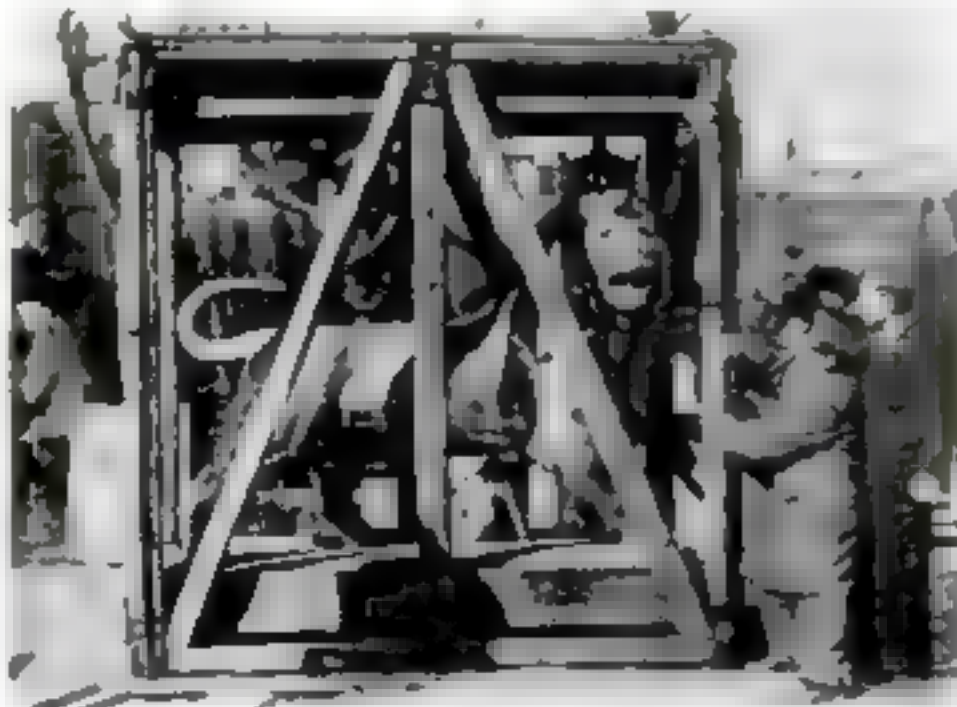
Rothschild Ransom. A ransom of \$10,000,000 was what Vienna Nazis asked for the person of the "political prisoner," Baron Louis Rothschild, one-time President of Austria's great Credit-Anstalt bank which failed in 1931. An English intermediary scurried between Vienna and the kinsmen of the great Jewish banking house of Rothschild. Meanwhile it was reported that Vienna's last Austrian Mayor, Richard Schmitz, had died in the Dachau concentration camp of an operation for cancer.



ROTHSCHILD

Hague on Hague. Mayor Frank Hague of Jersey City spent five days between June 10 and 17 on the witness stand defending himself and his administration in Federal Court against charges brought by the C.I.O. and the American Civil Liberties Union. From his testimony developed a self-portrait of the complete proto-fascist autocrat, no whit different from that drawn by his enemies. **Hague on Communism.** "A Communist is a man who is subject to Russia, a radical who is opposed to the American principles and American institutions, whose sole purpose is to overthrow our government, who is against all types of religion, all types of government, only the Soviet Government in Russia." **Hague on Law:** "I have never desired to be the law. I have always felt that the courts was the law and still maintain that the courts is the law." **Hague on deportation:** "I believe that any one who comes here and is discovered displeased with the methods of our country and our Government, and feel that it is necessary for them to set themselves up as objectors to the form of government that we enjoy here . . . they should be driven back—not go back—be driven back." . . . **Hague on Hague:** "When I say 'I', I mean the city government."

Peace. A black man in outlandish Ethiopian dress fell on his knees in Rome on June 15 before the Lion of Judah which Conqueror Mussolini took as booty from Addis Ababa in 1936. A crowd gathered at his shouted gibberish. An Italian captain tapped him on the shoulder. "I want to be left in peace," cried the



LION OF JUDAH

Ethiopian who pulled out a hidden scimitar and badly slashed the captain. A butcher boy leapt in and grappled with the Ethiopian. The Ethiopian wounded the butcher boy and two Fascist militiamen before he was subdued and lugged off to a hospital.

Best Pitcher. At Crosley Field baseball park in Cincinnati on June 11, John Vander Meer of the Cincinnati Reds (see opposite page) became the 105th pitcher in major-league history to pitch a no-hit, no-run game. He beat the Boston Bees. Four days later, at Ebbets Field, Brooklyn, Vander Meer became the first man in all major-league history to pitch two no-hit, no-run games in a row. This time he beat the Brooklyn Dodgers. Immediately, Johnny Vander Meer became the



GARFIELD

most important sports figure in the country and the particular idol of Cincinnati. One local sports editor wrote a poem demanding that the status of President Garfield, revered Cincinnati landmark, be replaced with one in honor of Vander Meer. The Ohio State Senate passed a resolution in tribute "to the newly-crowned king of the baseball world, Johnny Vander Meer." For more on Vander Meer, see page 34.



GULDAHL

Best Golfer. At the Cherry Hills Golf Club in Denver, June 11, Ralph Guldahl became the fourth golfer in U. S. history to win the National Open tournament two years in a row. He shot the last 18 holes of this most important tourney in 69 strokes, two under par. At the Westwood Country Club in St. Louis five days later, Guldahl became the only golfer in history to win the Western Open three years running. He shot the last 18 in an amazing 65, six under par. Big, nerveless, consistent Ralph Guldahl thus established himself as the game's top player. He stands to make \$25,000 this year. Two years ago he was broke.

Overworked Senator. Protracted sessions of Congress were always a matter of alarm to Dr. Royal S. Copeland, Democratic Senator from New York. He warned legislators of "frayed nerves, lack of poise and general restlessness" arising from overwork. During the session just ended, however, Senator Copeland worked long and hard at committee meetings and on the Senate floor. Twenty-two hours after Congress adjourned, Senator Copeland suddenly died. His death was attributed to overwork.



Baseball's record-maker, Cincinnati's Vander Meer
pitched first two successive no-hit games in history



The Douglas DC-4, largest land plane ever built in this country, took to the air for the first time in Santa Monica, Calif., June 7. It remained aloft 90 minutes, landed successfully on its own, to cycle landing gear. Picture above shows the huge diameter of its propeller, rear section of the 42-passenger cabin.

The 20th Century Limited, new streamlined, pulled out of Chicago on the eastward leg of its maiden run, June 15. Picture shows the first section of the New York Central's most famous train starting its 16-hour, 100-mile run, the second section waiting at left. In background, Chicago's Board of Trade skyscraper.



NORWAY'S NEW LINER IS WELCOMED TO U. S.

The "Oslofjord" is operated by push-buttons



In the year 999, Leif Ericsson, sailing from Norway to Greenland, was blown far south of his course, discovered a temperate land known today as Nova Scotia. On June 13, 1938, Norway reiterated her maritime achievement by sending into New York harbor her newest liner, the trim, white-and-gray, 18,675-ton *Oslofjord* which is equipped with all the latest devices for modern ocean travel. Powered by Diesel engines, the *Oslofjord* has, instead of a helm, two push-buttons, one for port, one for starboard. Her veteran commander, Captain K. S. Irgens, was half-proud, half-dubious of these innovations.

Said he: "She's a stout ship for all of this press-button stuff."

Down New York harbor to meet the *Oslofjord* steamed an excursion vessel bearing 1,000 loyal Norwegian-Americans. They sang patriotic songs, waved the flags of both nations (inset) as the liner hove into sight, 7 1/4 days out of Bergen. Waiting for her arrival they drank, laughed and applauded when folk-dancers Esther Knudsen and Sigurd Solaas performed a native two-step (top right) and something called "*Eg rodde meg ut på seiigrunden*" which means "I rowed myself out to the codfishing place."



Entering Quarantine for health inspection, the *Oslofjord* cuts across bow of excursion vessel,

Americana. Watching are patriotic members of Norwegian clubs from New York and vicinity.



THE SLOVAKS REMIND THE CZECHS OF THE TREATY OF PITTSBURGH



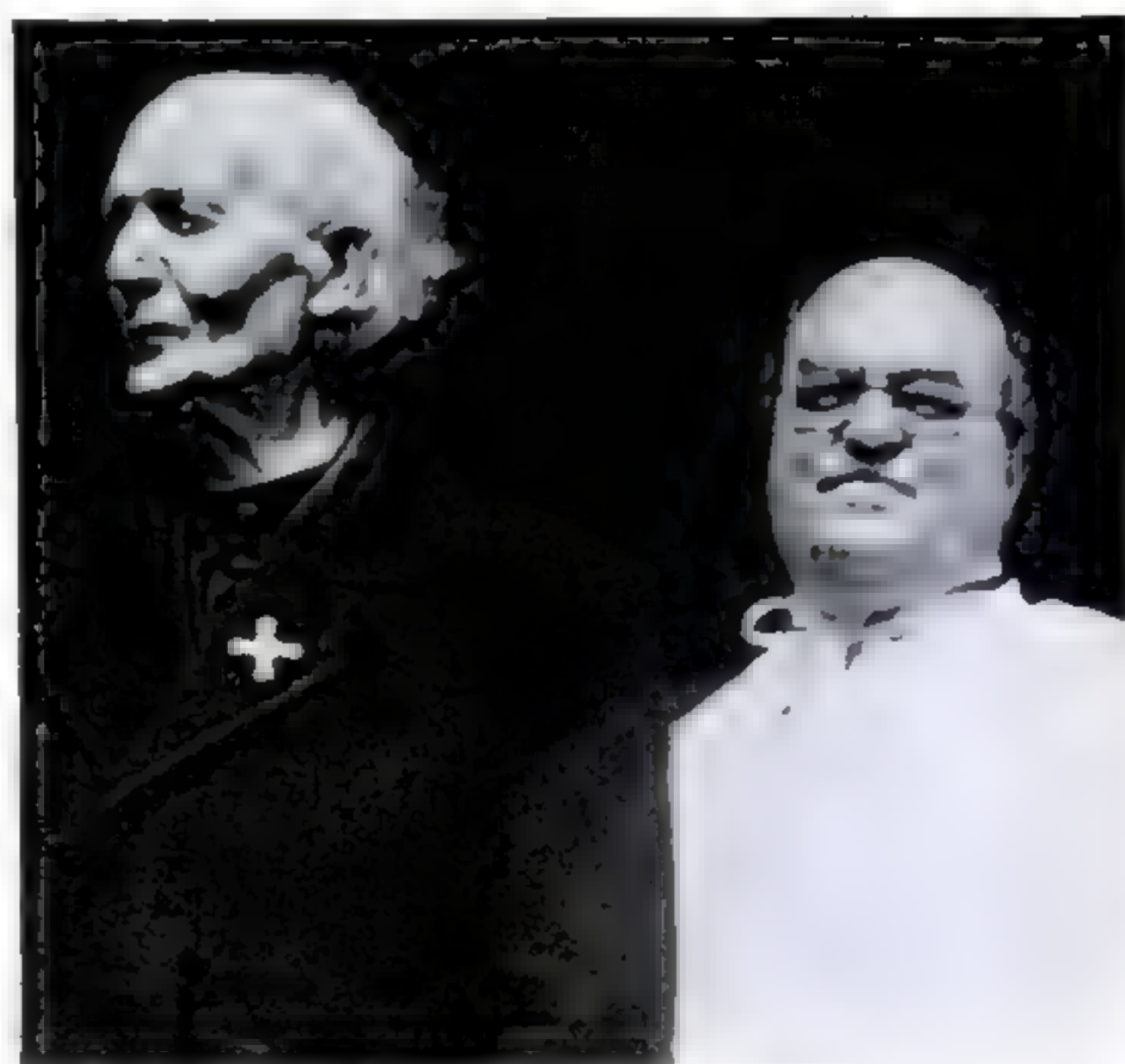
ON JUNE 5 IN BRATISLAVA SLOVAKS ERECTED THIS BIG COPY OF PITTSBURGH TREATY. POINTED TO SIGNATURE OF LATE PRESIDENT MASARYK

Czechoslovakia's No. 2 headache is Slovak

A jolt to most Americans, taught that Czechoslovakia's great indignant minority is the Sudeten Germans, was the Slovak demonstration, June 3, at Bratislava. Flying an American flag and playing *The Star-Spangled Banner*, 70,000 Slovaks demanded that the Treaty of Pittsburgh be fulfilled by their Czech rulers—a Slovak parliament, courts, local officials and the Slovak language as the official language in Slovakia. Their leader, 73-year-old Father Andreas Hlinka (*see right*) told them that unless Slovaks get American states' rights *plus*, "we must say goodbye to Czechoslovakia."

The fact is that democracy is not as easy in Czechoslovakia as in the U. S., where one language and culture got a head start. Czechoslovakia gathered in one basket three oppressed Slav minorities. The Czechs had been treated well by the Austrians, were an efficient, aggressive modern people. The Slovaks and Ruthenians had been brutalized by their Hungarian overlords and were therefore backward. In 1918 they were hardly competent to govern themselves. Since then the Czechs have spent vast sums on schools and roads for the Slovaks and Ruthenians. The Slovaks are now nearly ready to govern themselves. But they are extremely pious Catholics, totally opposed to Communism. And the Czechs, though Catholic too, put their main trust, in case of invasion, in Communist Russia. Father Hlinka, horrified, urges his flock to burn the Soviet flag.

Czechoslovakia's internal troubles all go back to the fact that the late great President Masaryk's high democratic principles were overruled by the French General Staff, which wants a strong, centralized Czechoslovakia to fight Germany. Czechs claim, however, that Hlinka's flock is only one-third of all Slovaks. Day after his Bratislava party, Premier Milan Hodza, himself a reconciled Slovak, went to Bratislava to rally loyal Slovaks on the same spot.



SLOVAK LEADER FATHER HLINKA (LEFT) HATES COMMUNISM

LIFE

LOOKS BACK

20 YEARS TO CZECHOSLOVAKIA'S BIRTH IN THE U. S.

June 30, 1918, was the birthday of Czechoslovakia. On that day, says the late Thomas Garrigue Masaryk, founder and first president of the republic, he signed the convention between Czechs and Slovaks in America which had been drawn up a month earlier in Pittsburgh, Pa. This so-called "Treaty of Pittsburgh" established a partnership between the two foreign groups and furnished a working program for a Czech Slovak nation to be carved out of the Austro-Hungarian Empire. Completely ignored by the U. S.

press at the time, the Pittsburgh meetings seemed to most Americans just more Balkan plotting. But in Paris the next year the moral effect of the Treaty of Pittsburgh was decisive upon President Woodrow Wilson, Czechoslovakia's real creator. Today the Czechs deny that this famous document has any binding force upon them.

Deeds, not talk, were the part simultaneously played on Allied war fronts by the Czech and Slovak soldiers whose history 20 years ago is shown below.



Recruiting posters were put up at New York's Public Library to get Czechs in America for the Czech Legions. Notice that map does not give the Sudetens to Czechoslovakia.



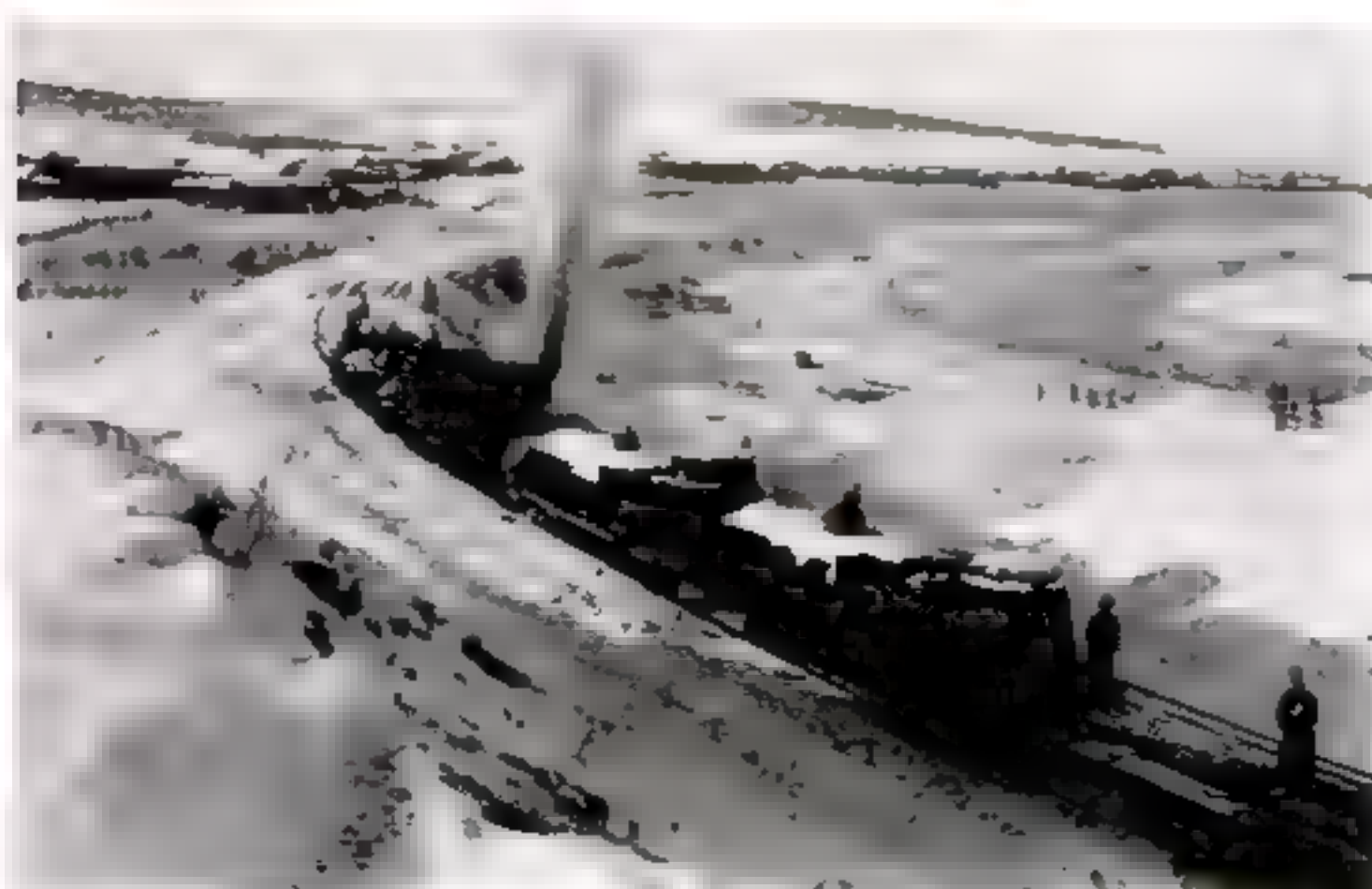
Thomas Garrigue Masaryk (center, pointed beard) and his daughter Olga sat in front of Philadelphia's Liberty Bell Oct. 26, 1918, with all Central Europe's minority leaders.



Czechs who refused to fight for Austria-Hungary were shot, one in ten. Those who deserted to the Allied Armies and were recaptured by the Central Powers, were all hanged.



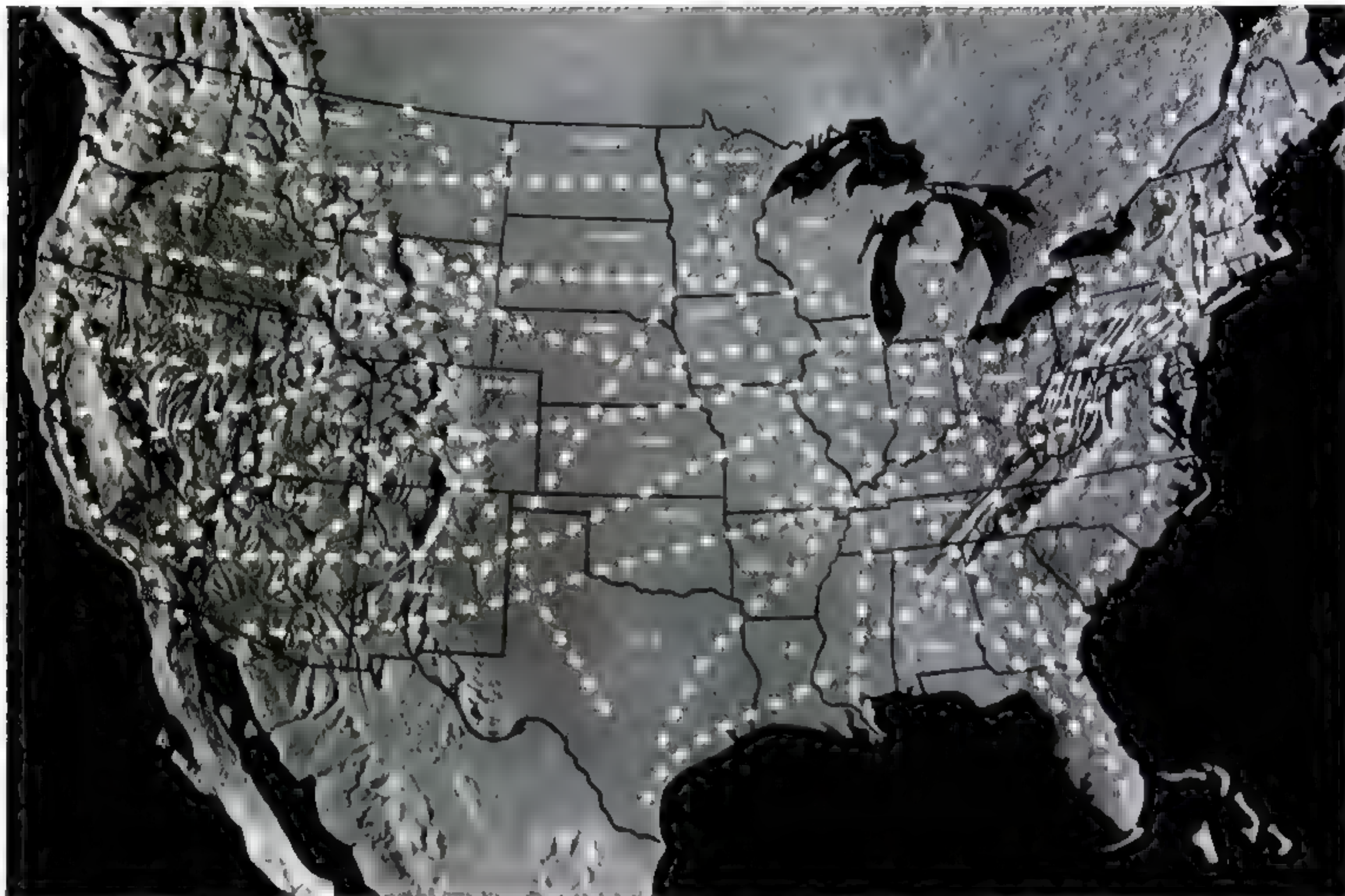
Czech deserters to the Russians, first allowed to fight by Kerensky in July, 1917, got mad in May, 1918 when Trotsky tried to take away their guns, fled over Siberia's Prima River.



Across Siberia trekked the Czechs. First headquarters were in Chelyabinsk, under the Ural Mountains. Fighting Bolsheviks, the Legion finally controlled the railway to Irkutsk.



This Czech armored train on the Trans-Siberian Railway helped keep the Bolsheviks from the huge munitions stores the Allies had deposited for Tsarist Russia in Vladivostok.



THE MAJOR TIDES OF SUMMER TRAVEL THROUGHOUT THE UNITED STATES ARE INDICATED BY THE ARROW LINES ON THIS MAP

AMERICA

Millions of Its People Set Out to See Their Country

By mid-June, when the great migrations of the birds are over, another great migration begins: the summer wanderings of the American people. In a year some 40,000,000 Americans travel over their country—some for short week-end visits, some for fortnight holidays, some for summer-long meanderings. U. S. vacationists spend \$5,000,000,000 a year. They support the country's third largest industry, greater than any but steel and automobiles.

Four out of five tourists go by motor, and the main tides of their summer travels have been traced above from American Automobile Association data. Most tourists stay within three or four hundred miles of home. City people get back to nature. Country folk flock to cities. As the arrows above show, the tide flows generally northward. In the Southeast, the Great Smokies are growing in popularity but hosts of tourists still go north to New York. From New

York, vacationists stampede into New England. People around Ohio go anywhere, mainly to the cool peninsulas of Michigan. Iowans ride to the green Wisconsin woods or the myriad Minnesota lakes. Kansans go in droves to Colorado. Californians go back into their mountains. From the Mid-west, the trails converge on Yellowstone in Wyoming. The national parks of the West are second only to New England as the most popular vacation destination.

On half his trips, the American starts with no destination in mind. He sets his plans and direction as he rides along. It is easy for him to do this because, with his roads and automobiles, the modern American is the world's most mobile man. He travels often for the pure joy of moving, but his greatest vacation urge is the simple desire to see something different.

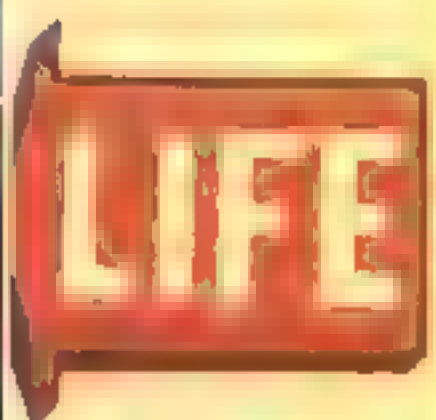
On the following 22 picture pages are some things

the wandering American sees in his lovely land. The next pages display the colored magnificence of the West and its national parks. Following is a map, closely packed with facts about what is in the U.S. It should be read carefully. After the map comes Gettysburg, of special interest this year. Then come air views to show the earthbound American the enormous size of his country and ground views to show him its beauty; and finally, New York's Rockefeller Center, greatest single tourist spot in the land.

No all-embracing book has yet been written to guide the tourist about America. He goes by road maps oil companies publish. Lewis Gannett of the N. Y. *Herald Tribune*, a literary critic who knows the country well, recently wrote: "I wonder if America does not owe a greater debt to the oil companies than it realizes . . . Texaco, Socony, Conoco, Shell." On such road maps LIFE's cartography was based.



Subscription



Order Form



Zion Canyon's giant, pink- and red-sandstone cliffs were first discovered in 1858 by a Mormon settler, Nephi Johnson. A year later, in 1859, the area was declared a national park. Since 1909, it has been a state park, and since 1937, it has been a national park.

Grand Canyon. The red, green, and yellow cliffs of the bottom of the Grand Canyon are a sight to behold. The canyon is a natural wonder, and it is a must-see for anyone who visits the state of Arizona.



Mount Rushmore in South Dakota is embellished with three gigantic stone faces carved by Sculptor Gutzon Borglum. Left to right: Washington, Jefferson, Lincoln. This famous Black Hills region, long an Indian reservation, was first opened to white settlement in 1877.



The Teton Mountains, eleven miles south of the southern boundary of Yellowstone Park in Wyoming, are reflected in the glassy waters of Jackson Lake. Teton National Park's 150 square miles are open from June till mid-September, attract tourists increasingly.



Taos in New Mexico is a dusty little adobe town. Older and more impressive is the Taos Pueblo, mile away. Famous out of all proportion to its size, Taos has long been a cynosure for artists attracted by the intense color of the country, the authentic Indian types.



Monterey, 80 miles south of San Francisco on the California coast, is famous for its homes of artists and writers and for its nearby 17-mile drive studded with gnarled sprawling cypresses like this one. Just beyond the tree is the Pacific Ocean's Monterey Bay.



Near Gallup in New Mexico rise these strangely colored cliffs bordering a valley 8,503 ft. above sea level. They are carved with names of Spanish explorers dating back to 1600. Trading center for Navajo Indians, Gallup is scene of an annual Inter-tribal Indian Ceremonial.



Catalina Island, an implausibly beautiful resort 22 miles out from Los Angeles, is called "The Isle with a Smile." William Wrigley Jr. (chewing gum) bought it for \$2,500,000, spent some \$20,000,000 improving it. Wrigley's gum is given away after meals in its hotels.



Catalina's Casino (at the right) cost \$2,500,000. Located on a favorite haunt of movie stars and tourists alike, the new floor will be 15,000 sq. ft. Other Catalina advantages include a fleet of glass-bottomed boats, a \$15,000 gas and electric and 10,500 sq. ft. aviary.

Bryce Canyon in south central Utah is famous for its Pink Cliffs, which are grotesquely eroded, brilliantly colored rock formations cut out of a weathering ledge of an 8,000-ft. plateau. Discovered by Mormons in the 1870's, it was made a national park in 1923.





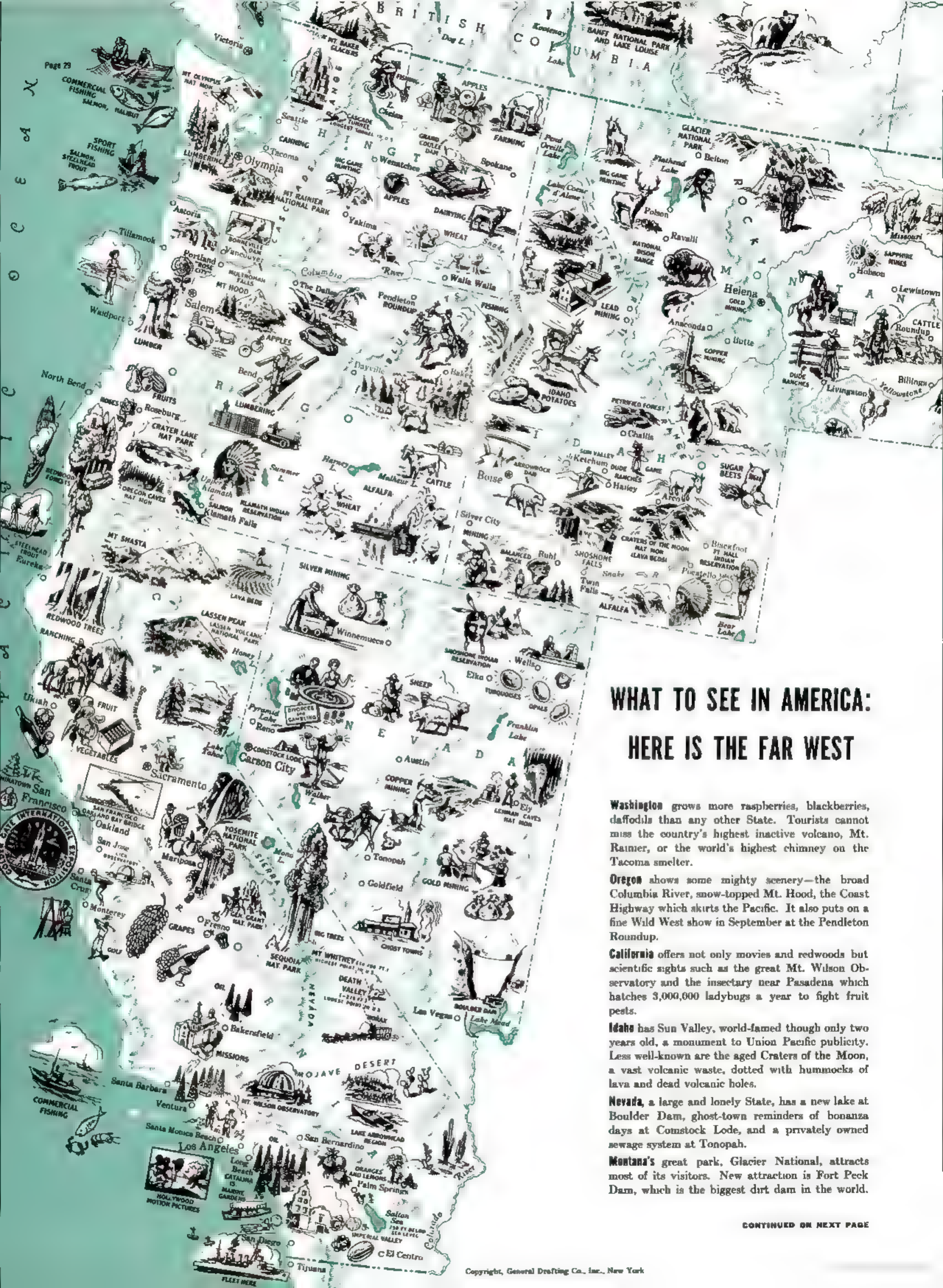
Zion Canyon from above affords a breath-taking view of the Virgin River which has carved a gorge 4,200 ft. deep, annually carries away 3,000,000 tons of ground-up rock. Tourists drive through a mile-long tunnel cut out of solid rock, look out from six galleries.



Yosemite Valley was named in 1851, included in a national park in 1890. The giant redwood trees which stud the park's thousand square miles constitute one of the attractions which annually draw some 500,000 visitors. In the background are the Sierra Nevada Mountains.



COLORADO'S MULTICOLORED GRAND CANYON, A MILE DEEP, IS THE NO. 1 U. S. NATURAL SPECTACLE



WHAT TO SEE IN AMERICA: HERE IS THE FAR WEST

Washington grows more raspberries, blackberries, daffodils than any other State. Tourists cannot miss the country's highest inactive volcano, Mt. Rainier, or the world's highest chimney on the Tacoma smelter.

Oregon shows some mighty scenery—the broad Columbia River, snow-topped Mt. Hood, the Coast Highway which skirts the Pacific. It also puts on a fine Wild West show in September at the Pendleton Roundup.

California offers not only movies and redwoods but scientific sights such as the great Mt. Wilson Observatory and the insectary near Pasadena which hatches 3,000,000 ladybugs a year to fight fruit pests.

Idaho has Sun Valley, world-famed though only two years old, a monument to Union Pacific publicity. Less well-known are the aged Craters of the Moon, a vast volcanic waste, dotted with hummocks of lava and dead volcanic holes.

Nevada, a large and lonely State, has a new lake at Boulder Dam, ghost-town reminders of bonanza days at Comstock Lode, and a privately owned sewage system at Tonopah.

Montana's great park, Glacier National, attracts most of its visitors. New attraction is Fort Peck Dam, which is the biggest dirt dam in the world.

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(continued)

HERE ARE THE ROCKIES AND THE GREAT PLAINS

Utah has great canyons which gouge out its southern border, the Great Salt Lake, which is slowly drying up, and the world's greatest deposits of fossilized dinosaurs at Dinosaur National Monument.

Arizona tourists flock to the Petrified Forest and the Grand Canyon. Half as many visit the Forest as the Canyon and a good proportion of these try to leave with pieces of petrified wood, which is forbidden.

Wyoming is a great State for dude ranches and jack rabbits which are run over by the thousand by careless as well as by careless motorists. Parents in Yellowstone should keep children from annoying tame bears, who scratch, or testing geysers, which scald.

Colorado boasts that it has 47 mountains 14,000 ft. or higher, whereas Switzerland has only nine. The State also has, in Mesa Verde Park, the world's largest single cliff dwelling which once housed hundreds of Indians.

New Mexico boasts at Carlsbad the largest caverns man has yet explored—a weird underworld of limestone drippings, and everywhere Indians: Navajos who weave, Apaches who raise horses, Zufis who dance.

North Dakota's scenery offers nothing so interesting as the bill its Senate passed last year declaring that "American" and not "English" was the State's official language.

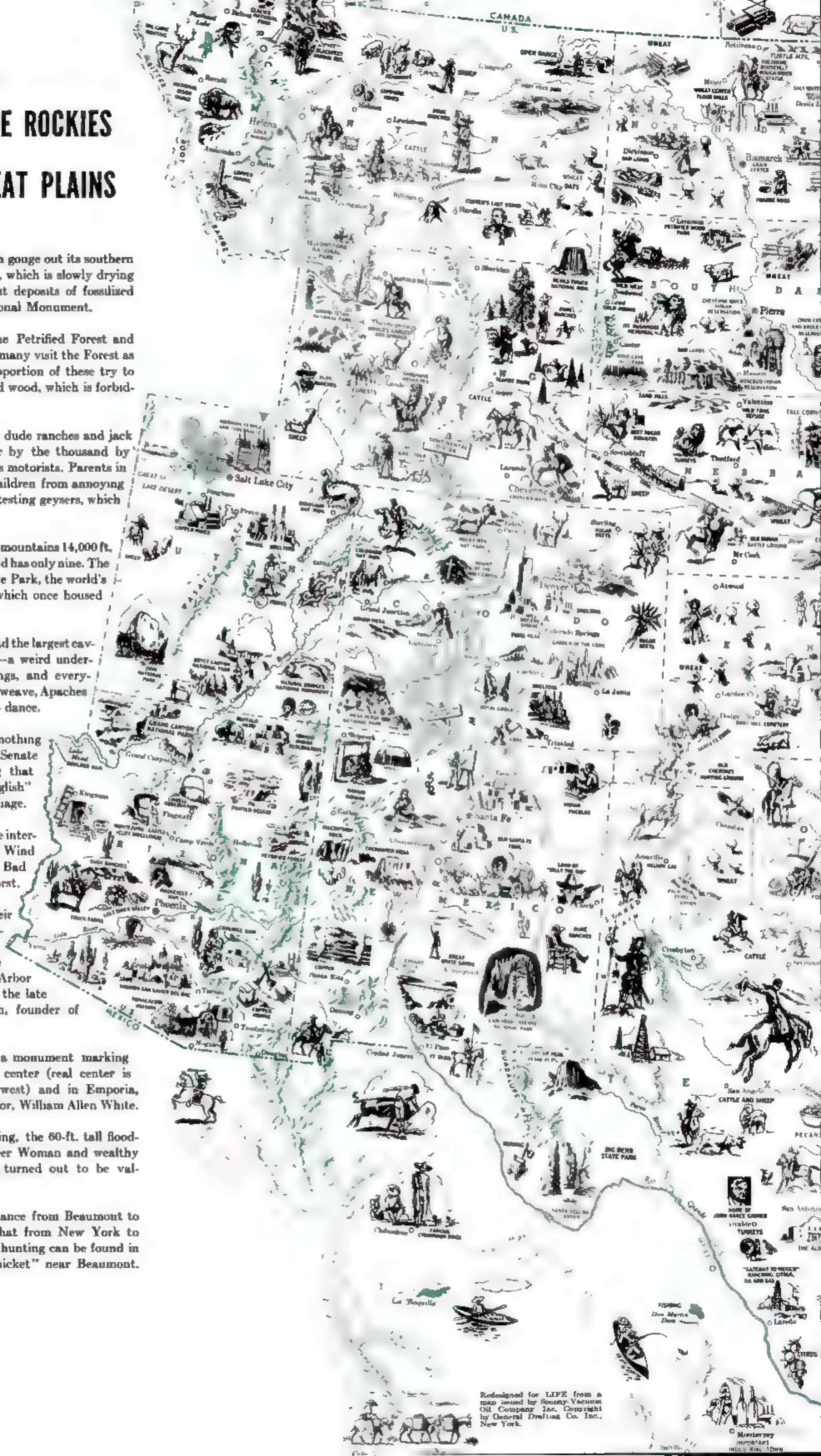
South Dakota's Black Hills are interesting and in them is the Wind Cave, which whistles. Its Bad Lands are the country's worst.

Nebraska natives find their State's vast flatness fascinating. In Lincoln is the country's best-known State capitol. Near Lincoln is Arbor Lodge with a memorial to the late Senator J. Sterling Morton, founder of Arbor Day.

Kansas has, at Fort Riley, a monument marking the country's geographical center (real center is Smith County, 123 miles west) and in Emporia, its best-known country editor, William Allen White.

Oklahoma offers good hunting, the 60-ft. tall flood-lit statue of the Pioneer Woman and wealthy Indians whose reservations turned out to be valuable oil lands.

Texas is very big. The distance from Beaumont to El Paso is greater than that from New York to Chicago. Some fine varied hunting can be found in the wild, tangled "Big Thicket" near Beaumont.



Redesigned for LIFE from a map issued by Society Vacuum Oil Company Inc. Copyright by General Dredging Co. Inc. New York.



HERE THE MISSISSIPPI, THE VAST MIDDLE WEST

Minnesota is the best State for canoes. It has 10,000 lakes. It also has 14,000 Chippewa Indians most of whom sell souvenirs.

Iowa: \$4,359,152 of this State's \$5,575,040 acres (96%) are farms.

Missouri's vacation center is the Ozarks where lie the man-made Lake of the Ozarks with its 1,300-mile shoreline, and Lake Taneycomo named after a county which in turn was named after Chief Justice Roger Taney. The "mo" is for Missouri.

Arkansas: Not far from the State's famed resort, Hot Springs, is the only large U. S. diamond mine. It never made much money, is not worked now.

Louisiana has moss-hung forests in the Evangeline country, good creole cooking in New Orleans, strange Cajun people in the Bayous, big salt mines and a bird sanctuary at Avery Island, where Tabasco sauce is brewed.

Wisconsin tourists come to see pearl-diving at Genoa, Swiss cheese-making at Monroe, sunsets at Winnebago, the site of Black Hawk's last stand at Battle Hollow, and Chicago millionaires' summer homes at Geneva.

Michigan is two peninsulas. On the Lower, Henry Ford supplies two great sightseeing spots, his River Rouge plant, his Greenfield Village. On the Upper, tourists buy souvenirs from Hiawatha's descendants.

Illinois: Lower part is like a southern State—southern cooking, poor whites, old mammies. Fried catfish, if fresh, is good to eat. The sign at Joliet prison reads: "Danger: Don't Stop Here."

Indiana enshrines the birthplaces of James Whitcomb Riley and Lew Wallace, the grave of Nancy Hanks Lincoln. At Plainfield an elm marks the spot where President Van Buren was upset in a mud hole just after he vetoed a road-improvement bill.

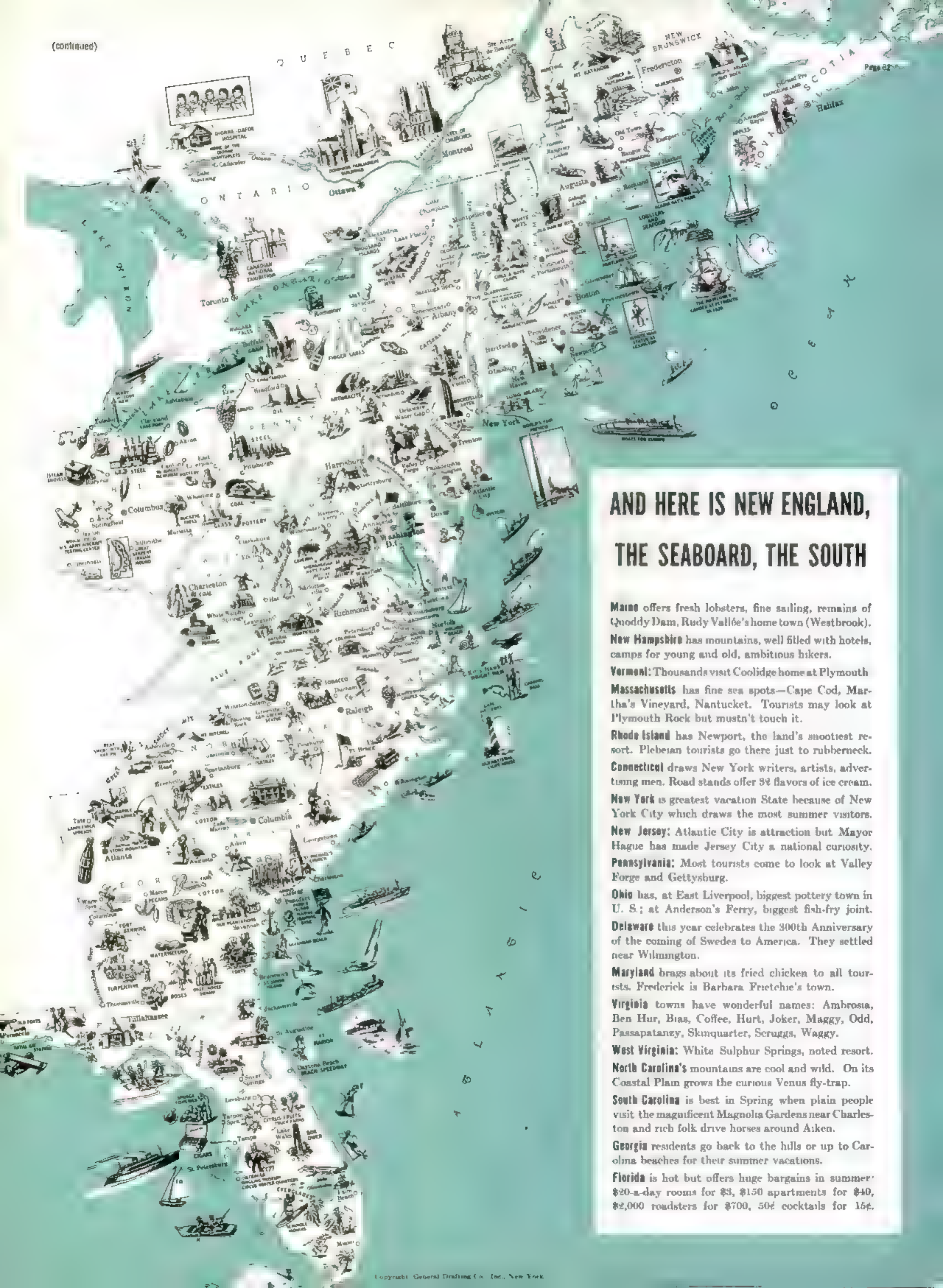
Kentucky sights are the Cumberland Gap, the Mammoth Cave, and Man O' War.

Tennessee's great attractions are mountains: Look-out, where the Battle of Chattanooga was fought, and the beautifully wild and wooded Great Smokies.

Mississippi cherishes for itself and visitors the memories of the pre-Civil War South—in monuments, mansions, hoop-skirted parties. Southerners vacation on the State's Gulf Coast, where roadside stands sell gumbo and raw oysters.

Alabama: At one side of Jones Valley, near Birmingham, is coal. At the other is iron ore. In between is limestone. These are the necessary ingredients for steel, make Alabama the South's great steel State.

CONTINUED ON NEXT PAGE



AND HERE IS NEW ENGLAND, THE SEABOARD, THE SOUTH

Maine offers fresh lobsters, fine sailing, remains of Quoddy Dam, Rudy Vallée's home town (Westbrook).

New Hampshire has mountains, well filled with hotels, camps for young and old, ambitious hikers.

Vermont: Thousands visit Coolidge home at Plymouth. **Massachusetts** has fine sea spots—Cape Cod, Martha's Vineyard, Nantucket. Tourists may look at Plymouth Rock but mustn't touch it.

Rhode Island has Newport, the land's snootiest resort. Plebeian tourists go there just to rubberneck.

Connecticut draws New York writers, artists, advertising men. Road stands offer 32 flavors of ice cream.

New York is greatest vacation State because of New York City which draws the most summer visitors.

New Jersey: Atlantic City is attraction but Mayor Hague has made Jersey City a national curiosity.

Pennsylvania: Most tourists come to look at Valley Forge and Gettysburg.

Ohio has, at East Liverpool, biggest pottery town in U. S.; at Anderson's Ferry, biggest fish-fry joint.

Delaware this year celebrates the 300th Anniversary of the coming of Swedes to America. They settled near Wilmington.

Maryland brags about its fried chicken to all tourists. Frederick is Barbara Fritchie's town.

Virginia towns have wonderful names: Ambrosia, Ben Hur, Bias, Coffee, Hurt, Joker, Maggy, Odd, Passapatanzy, Skinquarter, Scruggs, Waggy.

West Virginia: White Sulphur Springs, noted resort.

North Carolina's mountains are cool and wild. On its Coastal Plain grows the curious Venus fly-trap.

South Carolina is best in Spring when plain people visit the magnificent Magnolia Gardens near Charleston and rich folk drive horses around Aiken.

Georgia residents go back to the hills or up to Carolina beaches for their summer vacations.

Florida is hot but offers huge bargains in summer: \$20-a-day rooms for \$3, \$150 apartments for \$40, \$2,000 roadsters for \$700, 50¢ cocktails for 15¢.

GETTYSBURG



FEDERAL GENERAL WARREN IN BRONZE LOOKS OUT FROM LITTLE ROUND TOP, WHICH HE SAVED OVER DEVIL'S DEN, WHEAT FIELD, PEACH ORCHARD

The Civil War Is the Greatest Drama in America's Folklore

Americans travel to see their scenery, their friends and their past. Now old enough to appreciate its own history, the nation has made tourist shrines out of Mount Vernon, Bunker Hill, Valley Forge, Fort Ticonderoga, the U. S. S. *Constitution*, the Alamo and the like. But the greatest drama in American folklore is still the Civil War and the greatest battlefield of that war, from the tourist standpoint, is Gettysburg.

More monuments decorate the field of Gettysburg than any other battlefield in the world. Of the thousands, all but three are Northern. Southern patriots have all but abandoned the field their troops quit on the night of July 3, 1863. But on June 29-July 6 this year Gettysburg has

its 75th Anniversary and, for the last time, Union and Confederate veterans will meet in friendly force there to hear a speech by President Roosevelt and dedicate still another monument.

The Union Army did its best job at Gettysburg under Meade, but its job was only to stand firm. Gettysburg is really the story of Lee's Army of Northern Virginia. No single episode in American military history has evoked more praise in prose and poetry for sheer heroism than Pickett's Charge on the third day of the battle. European military observers at Gettysburg agreed they had never seen or heard of anything in European history to match that charge or the ferocity of the fighting on both sides.

UNION DEAD ON SLOPES OF LITTLE ROUND TOP (LEFT) AT GETTYSBURG WERE BURIED IN NEAT ROWS (RIGHT) NEAR WHERE THEY FELL



(continued)

GETTYSBURG

America's Epic Battle

After 75 years Gettysburg remains the greatest battle ever fought on American soil. In three days of thundering hell 43,000 Union and Confederate soldiers were killed and wounded and enough good red blood poured into the fat fields outside this little Pennsylvania town to make them forever hallowed to every American. As visitors walk among Gettysburg's endless rows of graves and read the inscriptions on the countless monuments and climb Culp's Hill or Seminary Ridge or Little Round Top, and recall the words of Lincoln's Gettysburg Address, few of them can escape an overwhelming emotion of America's historic past. Here, they must feel, in glory enough for all proudly to share.

July 1, 1863 was close and cloudy when a wing of Lee's invading Army of Northern Virginia accidentally collided with a wing of Meade's Army of the Potomac just west of drowsy Gettysburg. Neither commander had planned a battle there. Yet an epic contest was shortly in progress. The Confederates, first on the scene in largest numbers, drove the Federals back through the town and out to the low hills to the south. That misty moonlit night both Armies marched up in full force and ranged themselves along two little ridges about a mile apart—the Confederates' on Seminary Ridge to the west and the Federals' on Cemetery Ridge to the east (*see panorama above*).

Late on the afternoon of July 2—much later, in fact, than Lee intended—Longstreet's men swept out across the field at the right of the panorama. They cut a Federal division to pieces in the Peach Orchard, turned the Wheat Field red, piled the crevices of the Devil's Den with dead and actually reached the shoulders of Little Round Top before the Federals repulsed their assault. Thousands were killed and wounded but nothing decisive was achieved.

The Gettysburg climax came at 1 p.m. on July 3 when Lee ordered a charge on Meade's center. Supported by Pettigrew and Trimble, General Pickett was picked to lead this grand assault—the most famous and most futile in U. S. history. The terrific cannonade that preceded the charge could be heard as far away as Philadelphia.

Down Seminary Ridge rolled the Confederate tide—15,000 men—in parade line, their battle flags red in the sun. The spectacle was magnificent. At once the Federal artillery began ripping great gaps in their ranks with canister and shrapnel.

Within a hundred yards of the Federal breastworks the Confederates first opened musket fire. Their flanks wavered but Pickett's center pushed recklessly on into an angle of the Union line made by a stone wall. A few hundred Confederates, fighting with stones and fists, planted their flags briefly inside the Federal positions.

A few minutes later the charge was over, broken and dispersed on the gentle slope of Cemetery Hill. The gray tide ebbed back across the blood-drenched field to Seminary Ridge. In less than an hour 3,400 Confederates had been killed and wounded.

July 4 it rained hard, soaking down the carnage of the day before. Meade's men rested on their arms, too hard hit to counterattack. By nightfall the Army of Northern Virginia was retreating southward. It had touched its high-water mark in Pickett's Charge. From then on its tide of fortune ebbed steadily away to Appomattox and ultimate defeat.



THE BATTLEFIELD LOOKING EAST FROM CONFEDERATE LINES ON SEMINARY RIDGE



High point reached by Pickett's Charge was this calm, heavily monumented patch—"The Angle," where the remnants

of 15,000 Confederates advancing from distance fought in a crazy hell for ten minutes inside the Yankee breastworks.



Bronze markers put up by U. S. Government here show the positions of the Confederate regiments just before

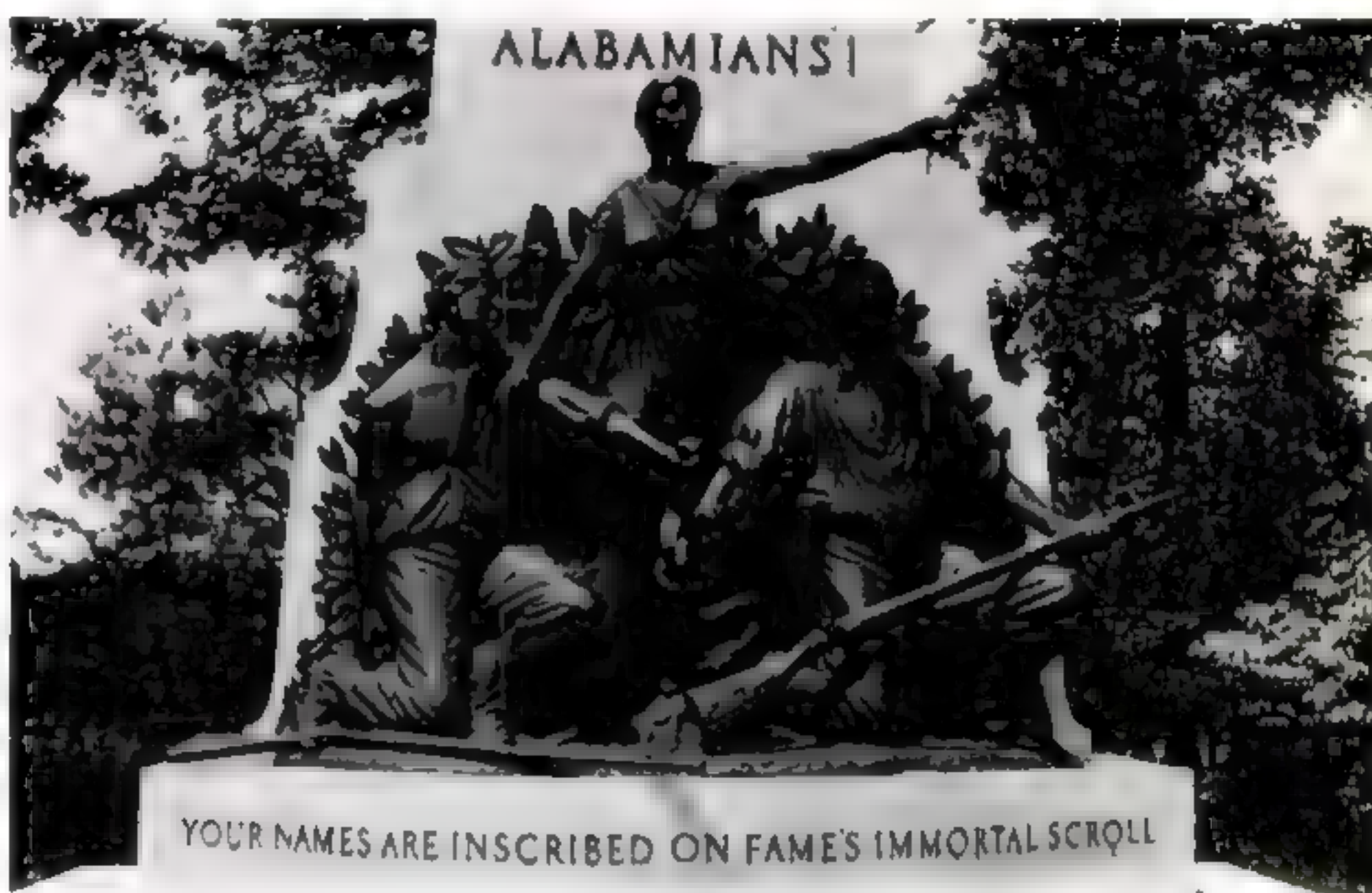
they began the long retreat southward, after the failure of Pickett's Charge. This is now called Confederate Avenue.



MOST OF THE BATTLE'S BLOOD WAS SPILLED IN MIDDLE GROUND OF THIS PICTURE AS CONFEDERATES STORMED UNION LINES IN DISTANT WOODS



No. 1 Confederate monument at Gettysburg is this General Lee memorial, put up by Virginia at a cost of \$50,000



Alabama's sons, of whom seven regiments (2,500 men) joined in Pickett's Charge, July 3, are celebrated by one

of the South's three monuments. This one is at the extreme south end of the Confederate line, opposite Big Round Top.



Longstreet's headquarters on Confederate Avenue, a notable contrast to the splendor of the memorials on the Union

side at Gettysburg, is seen again at extreme left of the panorama (top). Longstreet took a nap during Pickett's Charge.

CONTINUED ON NEXT PAGE

GETTYSBURG

Lincoln's Dedication

The Battle of Gettysburg not only made history but it also made literature. The awesome carnage there humbled the first crowd of tourists come to hear President Lincoln dedicate the National Cemetery on Nov. 19, 1863. The 268 words he spoke seemed to the crowd a curt, almost flip tribute, after the able two-hour speech of Orator Edward Everett. Of his immortal Gettysburg Address, Lincoln himself later said, "That speech fell on the audience like a wet blanket. I am distressed about it. I ought to have prepared it with more care."



Gettysburg station on the Western Maryland R. R. is still the same as when Lincoln's special train from Washington arrived.



The spot where Lincoln spoke (see right) is marked by a Victory monument, supported by War, History, Peace and Plenty.



Lincoln's room in the Wills house overlooking Gettysburg Diamond (the town square) saw him rewrite his notes for

the Gettysburg Address which he had carried in his hat for a day. First draft was on Executive Mansion paper.



"Fourscore and seven years ago." President Lincoln begins his address from the wooden platform in background.

This contemporary photograph shows the crowd gathered for the dedication of the Gettysburg National Cemetery.

Thirst asks nothing more



When sidewalks are hot, pause at a soda fountain for ice-cold Coca-Cola...and forget the thermometer. As you feel the touch of ice on your lips, you welcome a cool, wholesome sense of refreshment that's completely satisfying.



DELICIOUS AND REFRESHING
WITH HOT-WEATHER FOOD

USA

IT'S AMERICA'S MOST POPULAR GASOLINE!



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***BECAUSE MOTORISTS LIKE
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AND POWER MOBILGAS GIVES!***

IMAGINE a testing ground of 1,675,644,000 acres. Millions of test drivers! That's where Mobilgas has been proved best. In actual use on the highways of America! In the cars of millions of U. S. A. motorists! Every day, 1½ million of these motorists stop for Mobilgas. They've found Mobilgas IS different...IS better! The lightning-quick power of this gasoline makes their cars alive, alert...*fast* on the pick-up. Its even firing keeps

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their motors running smooth as silk. *And every gallon gives extra satisfying miles! Mobilgas has earned its popularity by its fine performance under every possible driving condition.*

Aren't the things which have made this gasoline U.S.A.'s favorite the very things you want for *your* gasoline dollar? Drive in today at the famous Flying Red Horse Sign and fill up with MOBILGAS!

BILOIL

SOCONY-VACUUM OIL COMPANY, INC.

AND AFFILIATES
MAGNOLIA PETROLEUM CO.—GENERAL PETROLEUM CORPORATION



"Rosalind Russell, I owe some of my good luck to you!"

ROSALIND RUSSELL, charming M-G-M star of smart-world dramas, is receiving the thanks of countless brides all over America.

For Rosalind Russell, it was, who thought of a name lovely enough for 1847 Rogers Bros. newest pattern—she called it "First Love."

This news sent brides hurrying to their silver dealers'

And at their dealers', these brides found...luck!

Not only the most beautiful pattern ever created in silverplate, but a wonderful saving! For a limited time only—50 pieces and a gorgeous Bridal Chest, as well, for the price of 40 pieces!

No wonder they're thanking Rosalind Russell!



Flowers by Irene Hayes

50 Pieces for the price of 40! It's true! For a limited time only, you can buy this beautiful 50-piece service for eight, in the Bridal Chest pictured above, for the price of 40 pieces. It's as though the ten pieces you see in the top and the lovely chest itself were a gift to you. Every piece is 1847 Rogers Bros. silverplate, with the year-mark 1847 on the back, to prove it. The price—but \$49.75. Other sets as low as \$32.50. Easy terms will be arranged by your dealer.



Such patterns—until now—have been possible only in sterling! 1847 Rogers Bros. craftsmen broke all precedents when "Lovelace" appeared with its orange blossoms and piercing, for such a pierced pattern until then had meant sterling. Again, in "First Love," all tradition was upset, for it had been thought that only sterling could have such a high-raised motif—such depth of detail. Choose from these and six other 1847 Rogers Bros. patterns when you get your Bridal Chest.

For 90 years, brides have looked for the year-mark 1847 on the back of silverplate. For this mark means just one thing: this is the finest—1847 Rogers Bros. lifetime silverplate. Old families in America treasure pieces of illustrious old 1847 Rogers Bros. plate...silverplate which once adorned stately banquets. Today, that year-mark 1847 still signifies—the best.

1847 Rogers Bros.

INTERNATIONAL SILVER COMPANY
MERIDEN, CONN.



AMERICA

It is big

Transcontinental transport planes fly high today—two miles or so above sea level. From his soft seat beside the small window, the air traveler sees the broad lands of America reel out slowly below and, as he watches, he learns another sort of geography—the cosmic kind that no map maker is yet able to show.

For the first time in his life, the air traveler perceives how the land lies and realizes how much land there is in his America. Flying west, he watches the earth roll up into the humpy Appalachians and then roll down again to the broad flatness of the Middle West. He begins to translate the 200-mile-per-hour speed of his plane into interminable acres below as the cornfields jump the Mississippi, the prairies wave slowly up into the mountains where, quickly, one mass of high pointed rock succeeds another for hundreds of miles. Then, as the plane lifts over the last snowy Sierra and the land drops frighteningly away toward the other ocean, the air traveler, having seen how much land there is, can make sense out of the meaningless statistic that there are two billion acres of it in the United States.

The land shows different colors from the air. Back of the green truck farms along the Atlantic Coast, the country is cut up into an irregular pie-bald patchwork. The smoke of factories and the haze of towns lie like a faint shadow. The smoke thickens down the Monongahela where long rows of barges hug the shore close to the black steel mills.

The pattern of land becomes more severe in Ohio as the fields show the checkered spacing of the old quarter sections. The corn lies light in July with dark alfalfa cutting off irregular angles of the fields. In Kansas, corn gives way to the wheat and the land turns into a tawny sea of ripening grain. As the country rises to grazing land, it takes on a straw color. On the slopes of the Rocky Mountains splinters of pine trees look almost black.

Past the white shores of Great Salt Lake, the plane passenger looks down on the dun desolation of the great "sink." Then there is green again to the Pacific.

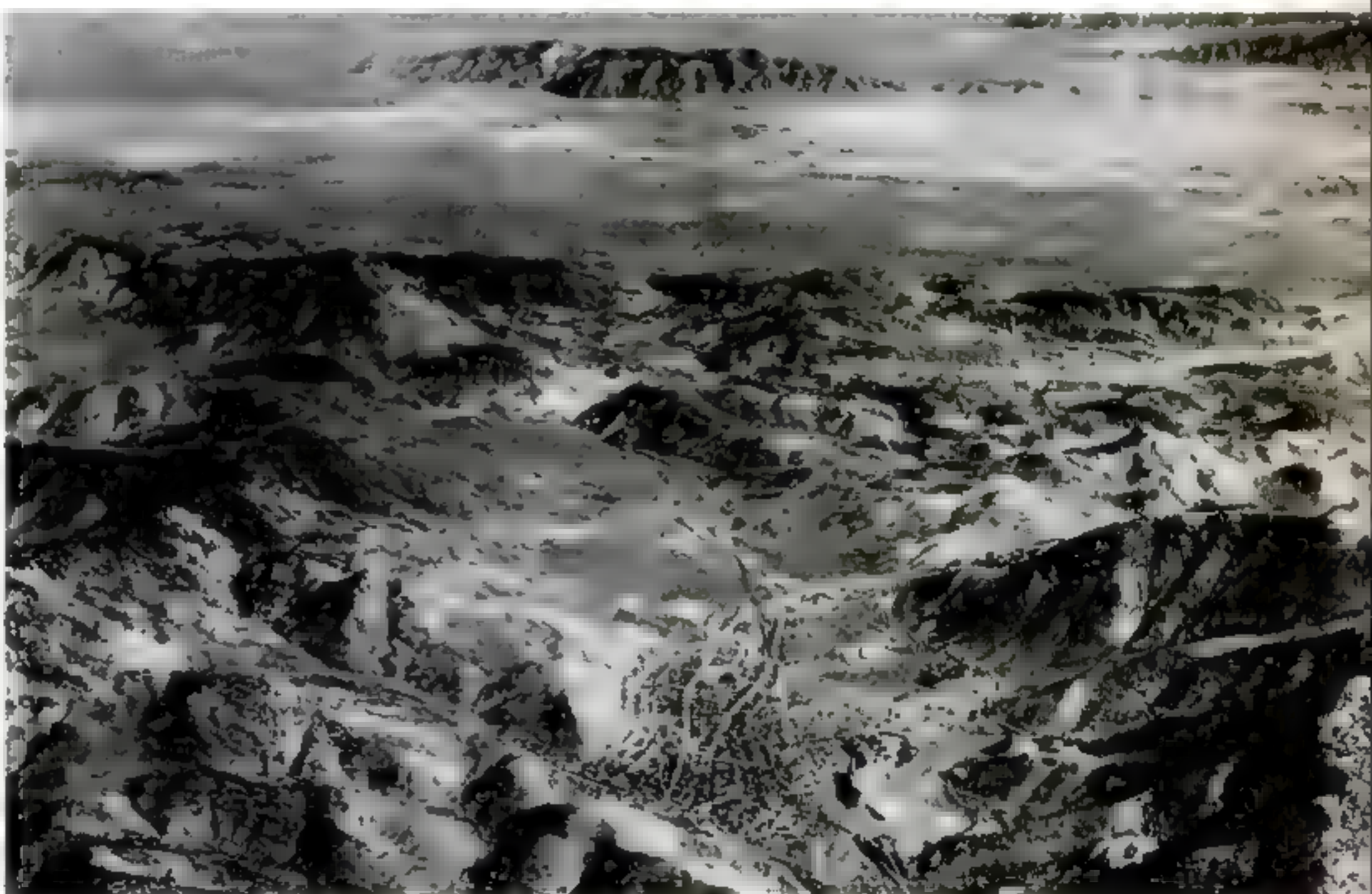
As he flies from the East where towns and factories lie close together the traveler is surprised to see how much land there is between towns, how far the roads wander between settlements. Beyond Gary, the factories seem scarce. And there is a marked difference, too, in roads. In the East they curve amiably back and forth. Farther west they straighten out and head directly for their destination, wasting no time along the way. In the prairie country they criss-cross at right angles and on the mountains they snake their way up with an unerring sense of the easiest way. Where the white bands of concrete move together, a town appears. The air traveler soon sees why cities are placed where they are—at the junction of road or river, or at the head of a valley.

There are breath-taking sights. Sunrise turns the Mojave Desert into a gorgeous, gawdy waste. Flying west at night over the San Bernardino Mountains the traveler sees the dark land below blossom into a great Christmas tree as the lights of Southern California pop suddenly into sight. But at night over the prairie, the traveler sees the land as a great blackness. The far-spaced towns show as crossings of thin strands of lights which quickly trail off into rural darkness. From the air, between the setting and rising of the sun, America becomes an immensely lonely land.



Chicago shows itself from the air stretching north along Lake Michigan. Coming into the bottom of the photo-

graph are the Illinois Central tracks, flanked by wide Michigan Avenue on the left, and Grant Park on the right.



Eureka, Utah, lies wedged in the hard East Tintic Hills, in one of the richest silver-producing sections of the country.

Mount Vernon plainly faces the Potomac. At left of mansion is the kitchen garden; at right, flower garden.

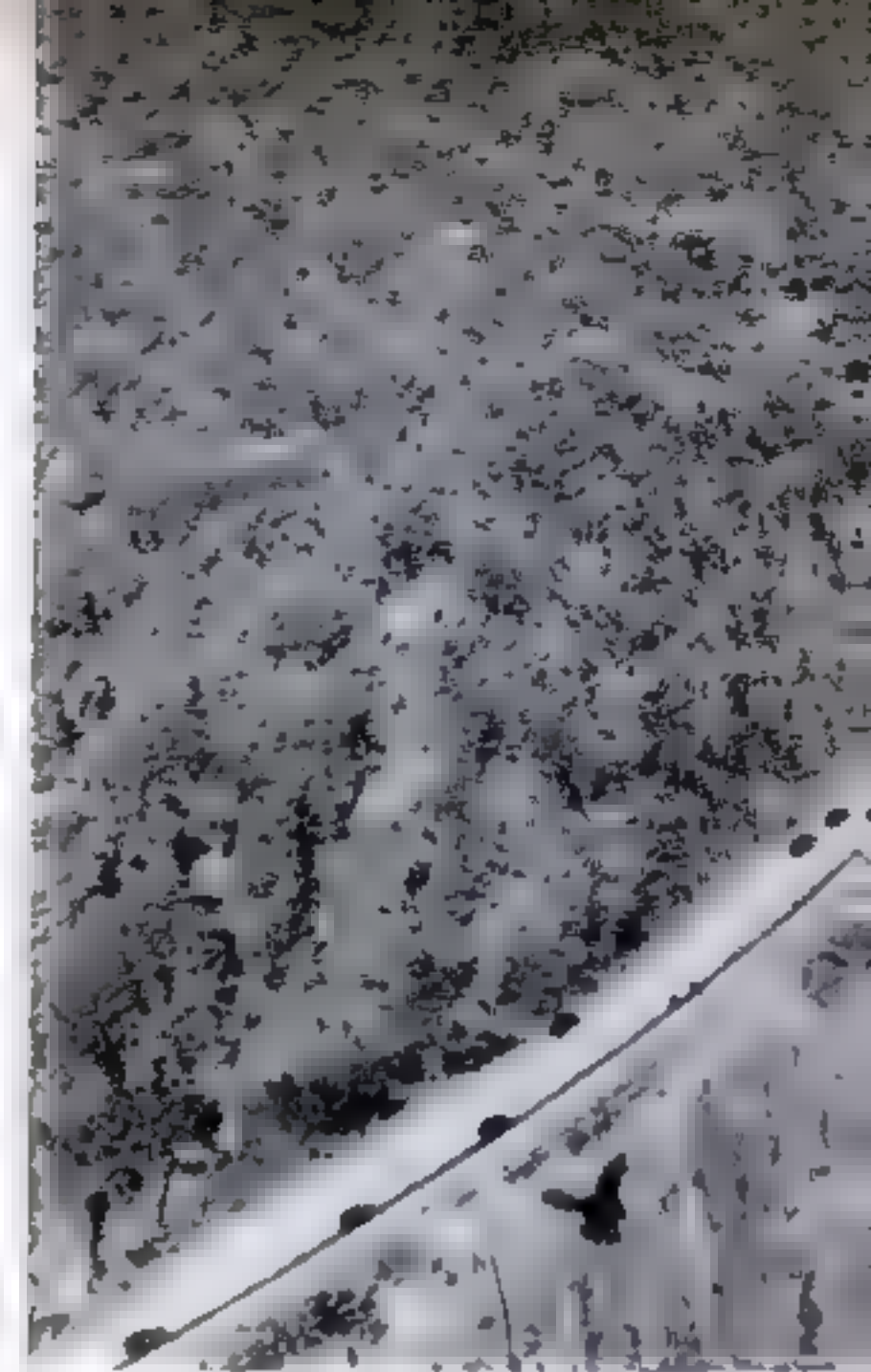


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North Carolina: Along the Atlantic, especially from Virginia down, long spits of white sand lie between ocean

and mainland. On them are fine beaches, behind them (upper left) the Inland Waterway. Above: Wrightsville Beach.



New Jersey: North of the George Washington Bridge, U. S. Route 9W ascends 500 ft. above the Hudson on

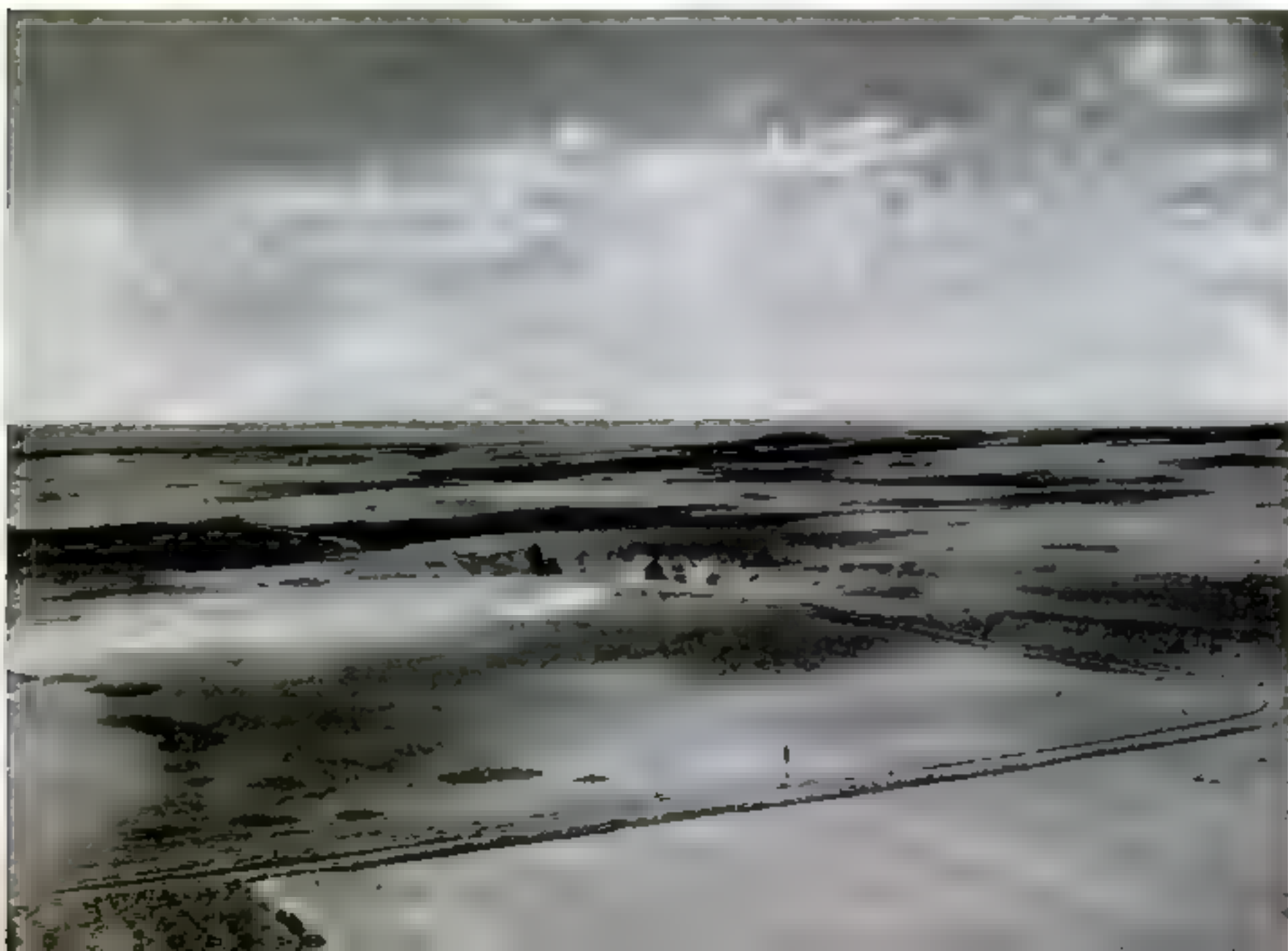


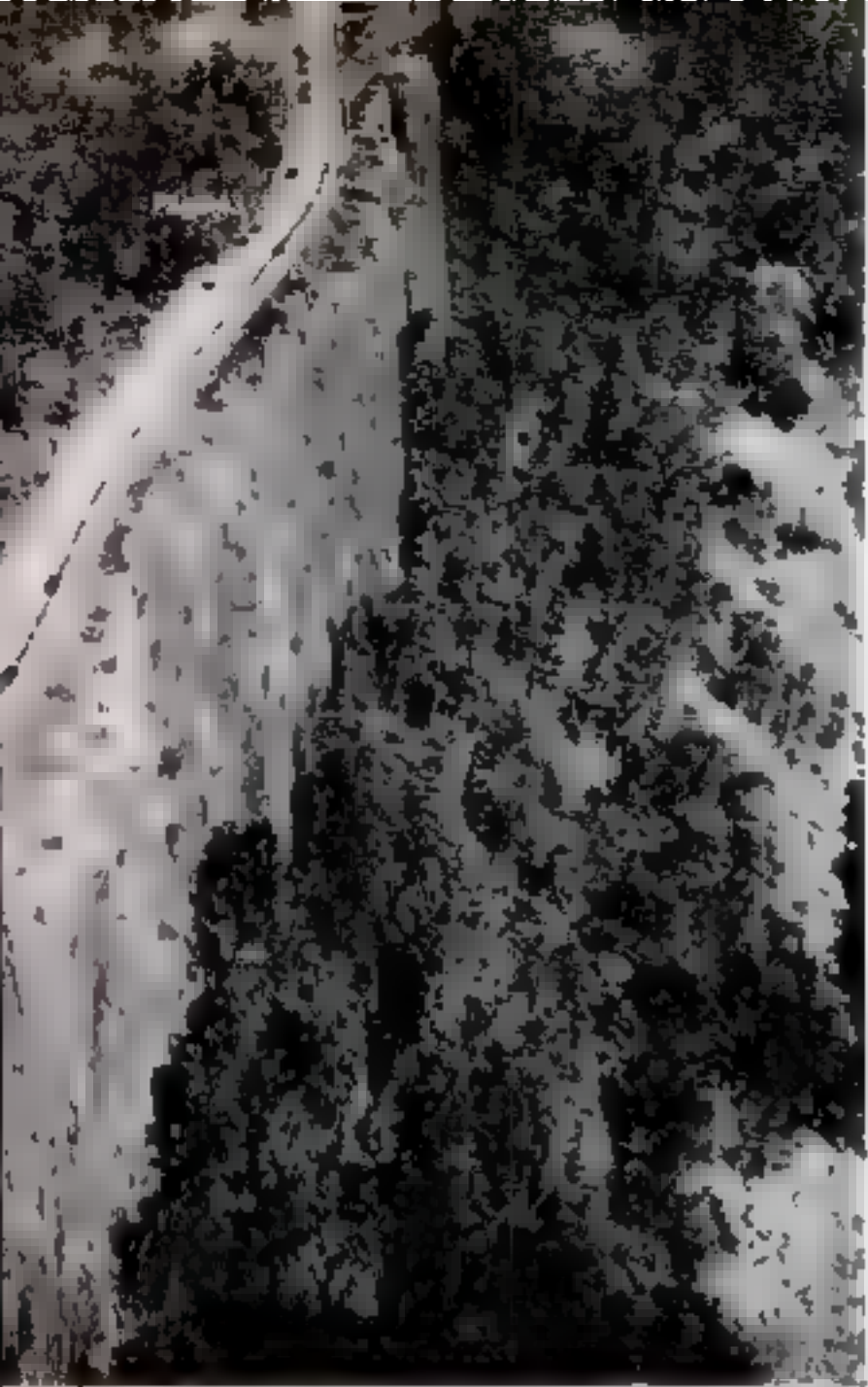
Illinois: Big white letters on the prairie inform air travelers that they are passing over Joliet's famed prison.

North Dakota (below) has hardly any trees—mostly grain fields and unpaved roads bumping gently over the prairie.



Illinois: The flat, light-colored geometry of cornfields spreads out over this greatest of corn-producing States.

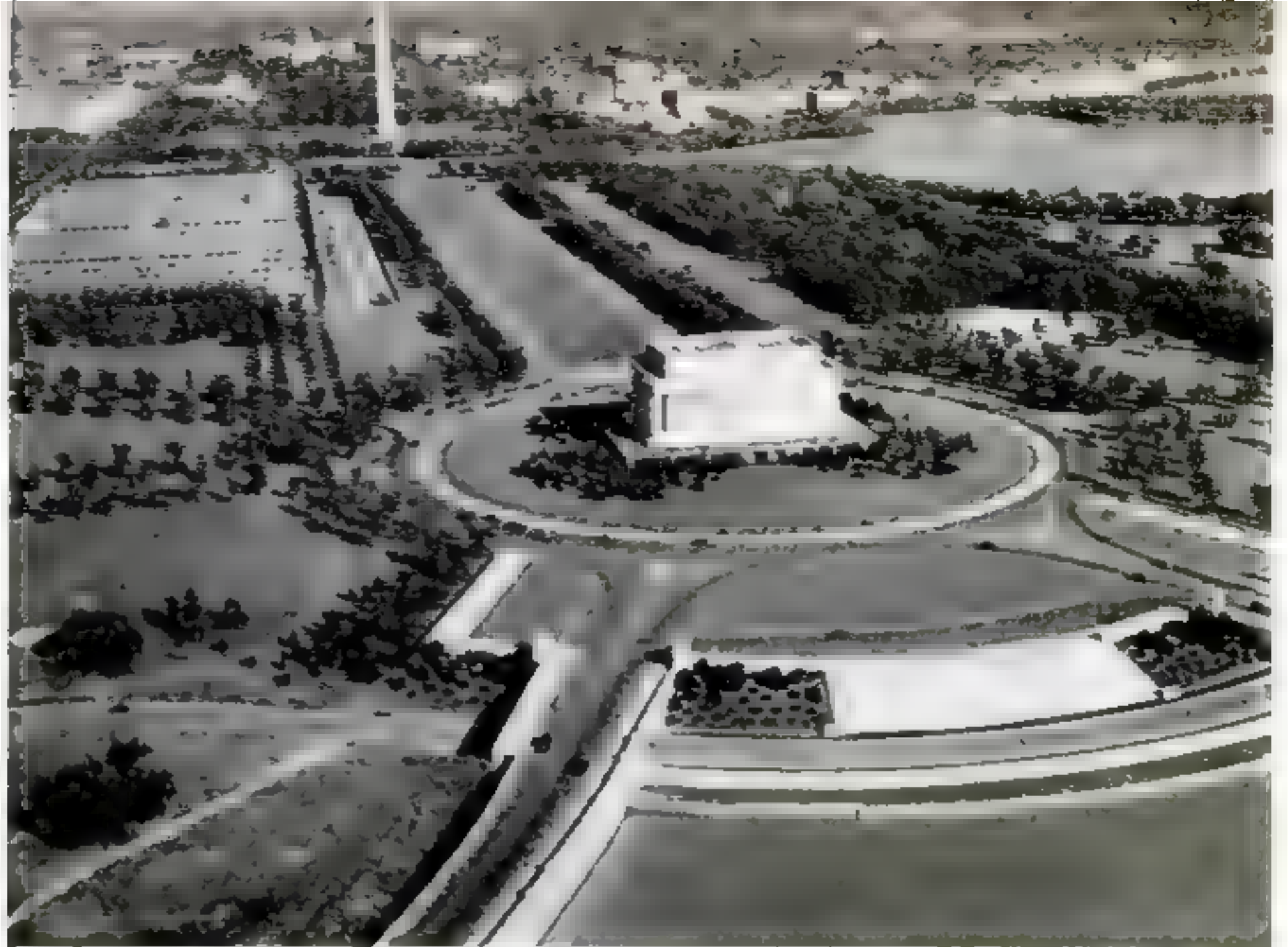




the steep Palisades. This is above Alpine where Palisade cliffs begin to give way to rolling Hudson hills.



California: At foot of the Puente Hills (below) the land is overlaid with the prissy pattern of orange groves.



Washington, D. C: From the Lincoln Memorial (center) down the long reflecting pool, through the tall Wash-

ington Monument to the Capitol's dome is a straight line. At right is the Tidal Basin with its cherry trees.



Massachusetts: Downtown Boston juts between Charles River (foreground) and Harbor. Lower right: the Common.

Michigan: Lake boats pass endlessly through the great locks of the Soo, the world's busiest canal (below).



AMERICA

It is beautiful

Any American can justifiably boast about the natural beauty of his country. But because he is too interested in the cities and factories his fellow men have created in the midst of the landscape, or too impatient to stop his automobile long enough to admire scenery just as scenery, he seldom realizes that the American scene is so spectacular that more and more tourists come every year from Europe to admire it.

The Ohio River (*opposite*) never stands in awe of

the Danube. The Oregon beach on page 48 need not call to mind the sands around Mont St. Michel in Normandy. The twisted olives over the Mediterranean can't hold a candle to the Montana timberline on pages 46 and 47. Let the American look well at his pretty Genesee River, his rude Sierras, his calm Potomac valley. Let him stand (*below*) and look toward the worn rocks and the fine spume of Yosemite Fall. He can then know that no land is more beautiful.



THE WHITE WATERS OF YOSEMITE FALL DROP 2,565 FT. IN THREE STAGES DOWN INTO THE VALLEY AT YOSEMITE PARK IN CALIFORNIA



The showboat "Attorney" cruises past on the Ohio River.







The Pacific at low tide near Sunset Beach on the third of August

**"With their 'White Cross of Cleanliness,'
Shell dealers guide us to Rest Rooms
such as Good Housekeeping recommends"**

writes Mrs. Marjorie B. Illig
Chairman, 1935-38, Division of Public Health,
General Federation of Women's Clubs.



"I congratulate Shell dealers on their prompt response to the plea of Good Housekeeping Magazine for sanitary equipment and better housekeeping in gasoline-station rest rooms. With their 'White Cross of Cleanliness,' these dealers guide us to rest rooms such as Good Housekeeping recommends."

This statement was made because of the General Federation of Women's Clubs' interest in cleanliness. No business transaction of any sort was made.

THANK YOU, MRS. ILLIG! And thanks to *Good Housekeeping Magazine* for pointing out so clearly what the public wants. Only Shell dealers whose rest rooms are kept up to the mark can continue to display Shell's "White Cross of Cleanliness." When on the road, let the "WHITE CROSS OF CLEANLINESS" be your guide!



THIS CERTIFICATE is found only in rest rooms at Shell dealers who have agreed to maintain *Good Housekeeping* cleanliness standards. If any rest room displaying this Certificate does not come up to your expectations, please tell the dealer or mail your suggestions on the post card provided in the rest room for this purpose.

America's FOUR



OLD OVERHOLT—128 years famous for its rich, robust rye taste

MOUNT VERNON—delicate in flavor...the patron of American ryes

OLD TAYLOR—marked with the signature of a man who made whiskey history

MOST Whiskies*

PIONEER whiskies are these four old and famous brands on which the reputation of Americans for fine whiskey-making was largely founded.

One hundred and twenty-eight years ago, when the oldest whiskey in this foursome was first distilled, settlers were rolling westward in covered wagons.

And in the youngest of this quartet, the centenary of the republic was toasted.

Each is marked by a characteristic flavor for which there is no counterpart—an individual taste that has won a great and loyal following.

All are straight whiskey and full 100 proof, bottled in bond under U. S. Government supervision, and not in twenty years have they borne such sensationally low prices as they do today.

*As ranked by the National Distillers' Association, New York

Bottled in Bond

UNDER U. S. GOVERNMENT SUPERVISION
AND THE EMBLEM OF NATIONAL DISTILLERS'

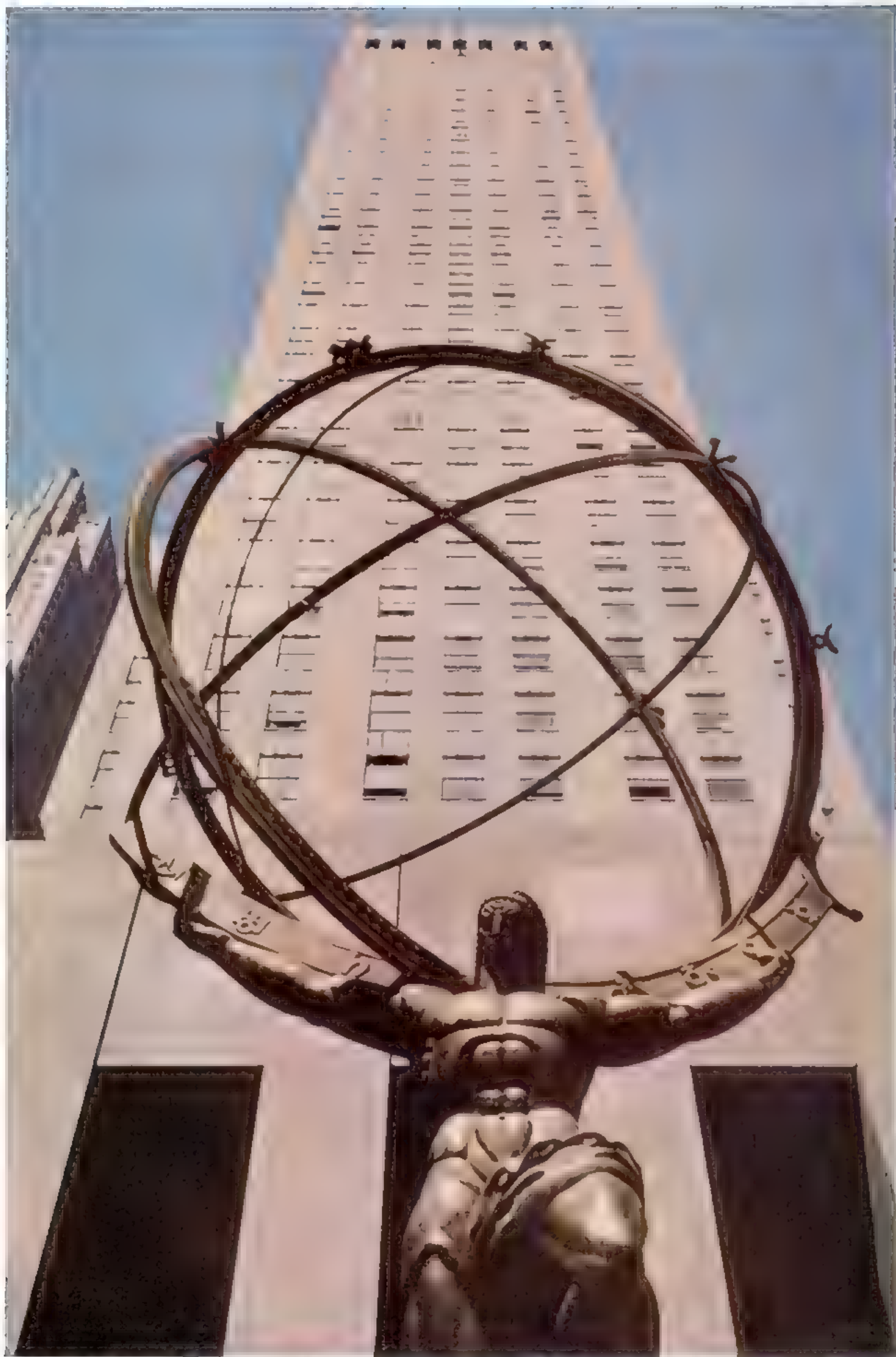
YOUR GUIDE TO



GOOD LIQUORS



OLD GRAND-DAD — one
of the finest bourbons that
ever came out of Kentucky



FACE OF HEAVEN, SCULPTURE BY JAMES ARNESON, NEW YORK, USA. PHOTO BY JAMES ARNESON

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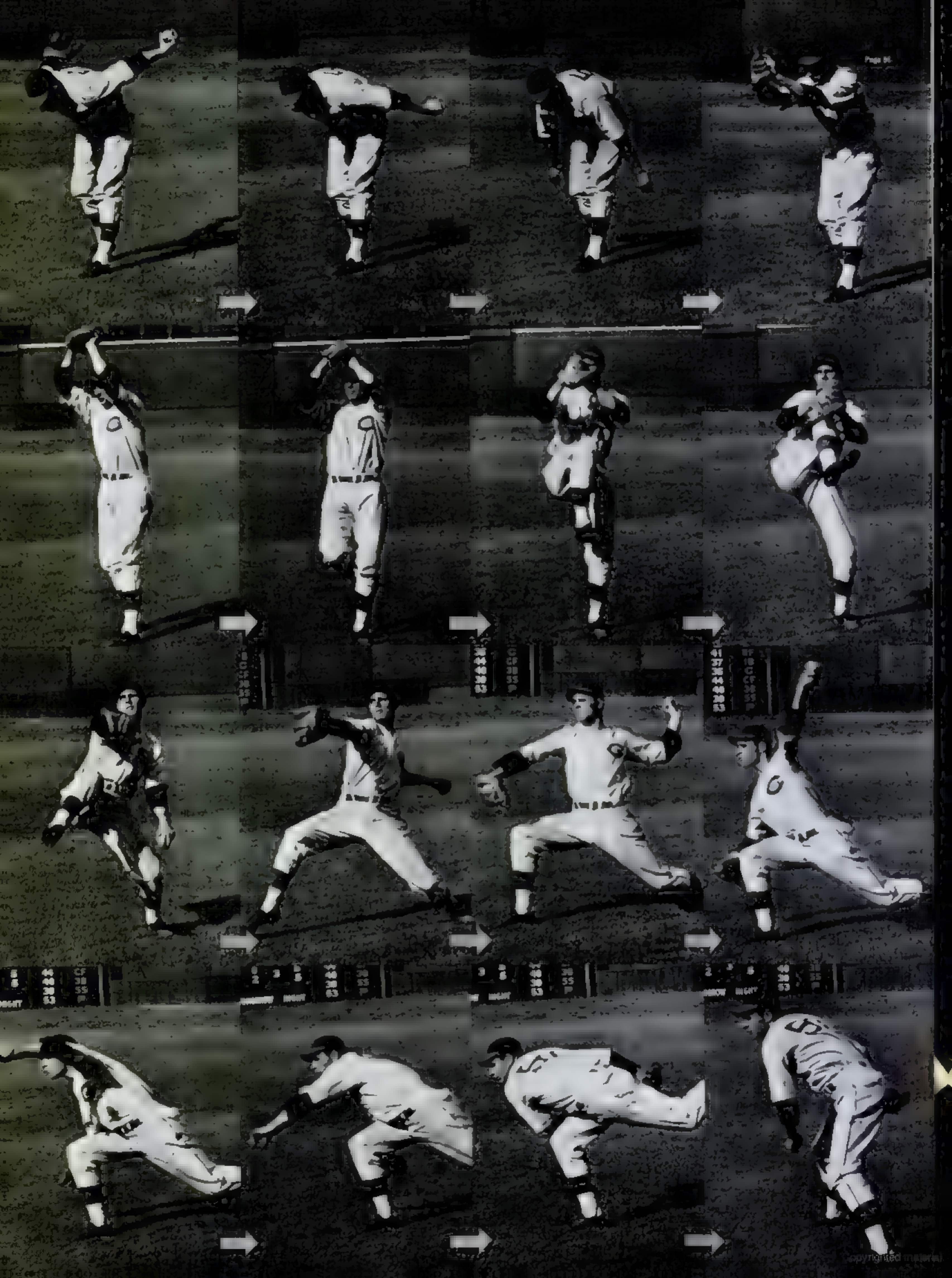


ROCKEFELLER CENTER IS BIGGEST TOURIST SPOT

Greatest single tourist attraction in the U. S. is Rockefeller Center, in New York City, which 20,000 out of towners will visit every day this summer. They come to attend the Radio City Music Hall, world's biggest indoor theater, to be guided through NBC's radio studios and the terrace gardens high above the street (see below). And this summer they will see, at the south side of the Center its newest addition, the 41-story TIME & LIFE Building (right) whose top seven floors Time, Inc. occupies.

The view above was taken from the office of LIFE's managing editor on the north side of the building. It looks straight down at the sunken plaza with its umbrella shaded tables, its Prometheus Fountain. At left is the RCA Building. At right are the Marmon Francisco (church) and the British Empire Building. The latter also appears in the foreground of picture below, looking northeast over Fifth Avenue. In left background is the International Building (see opposite page). The cathedral is St. Patrick's.







UNDER HUGE FLOODLIGHTS VANDER MEER PITCHED HIS HISTORIC GAME IN BROOKLYN BEFORE 16,000 SPECTATORS

A ROOKIE PITCHER MAKES BASEBALL HISTORY AT NIGHT IN BROOKLYN

John Vander Meer pitches second successive no-hit no-run game

The new wonder boy of baseball is John Vander Meer of the Cincinnati Reds. He is a stolid, 29-year-old, left-handed pitcher serving his first full year in the major leagues. At Ebbets Field, Brooklyn, the night of June 15, he set down the Brooklyn Dodgers with no hits and no runs—an extraordinary feat for a rookie. But it was even more extraordinary because, only four days before in Cincinnati, Vander Meer had set down the Boston Bees, also with no hits and no runs. Never in the 100-year history of baseball had any pitcher hurled two no-hit, no-run games in succession.

The occasion was doubly historic for Brooklyn because it was the first big league game played there at night. In the ninth inning, when

Vander Meer lost control and walked three men, the spectators groaned in despair. When Vander Meer recovered control and retired the side, the fans whooped out on the field after the surprised young hero. Next day, resting at his father's home in Midland Park, N. J., Johnny Vander Meer found himself the most famous young man in America.

Vander Meer is a "fireball" or fast ball pitcher who uses the "rocking-chair" motion, shown in the magic-eye sequence on opposite page. When he played 444 pro ball, he pitched three no-hit games in a row. In 1936, playing for Durham, N. C., he was voted the outstanding player in the minors. The Reds paid \$15,000 for him, now give him a salary of only \$3,000. But Vander Meer is certain to get a raise right away.

VANDER MEER SHOWS GIRL FRIEND LOIS STEWART HOW TO THROW "FIREBALL"



DARK-JACKETED TEAMMATES HUSTLE DAZED VANDER MEER AWAY AFTER GAME





FIFTY WEEKS A YEAR TEDDY SHAW (GINGER ROGERS) WORKS IN THIS REGIMENTED OFFICE TO SAVE UP FOR TWO WEEKS OF FUN AT CAMP KARE-FREE. TRY TO FIND HER

MOVIE OF THE WEEK:

Having Wonderful Time



An entire Bronx tenement bids Teddy Shaw (Ginger Rogers) goodbye when she leaves for vacation at Camp Kare-Free.

Add to your dictionary of U. S. slang another term: "borscht circuit." Borscht is a Russian soup served in Jewish restaurants. Borscht circuit is a series of Jewish summer camps within a 300-mile radius of New York. From theaters in these Catskill and Berkshire camps has emerged, within recent years, a score of talented showmen, including Moss Hart (*I'd Rather Be Right*), John Murray and Allen Boretz (*Room Service*), Clifford Odets (*Golden Boy*), Charles Friedman and Harold Rome (*Pins and Needles*). Still another, Arthur Kober, wrote a play about the borscht circuit which, under the title *Having Wonderful Time*, ran a year on Broadway. Under the same title, the borscht circuit now enters the movies.

Having Wonderful Time on the screen has been "de-raced" of its rich Jewish flavor. Its Teddy Stern, Chick Kessler, Fay Fromkin and Pinkie Aaronson have been converted into Teddy Shaw, Chick Kirkland, Fay Coleman and Buzzy Armbruster. Its big drunk scene has been cut and its poignant talk about jobs and marriage toned down. In its favor are some fine outdoor settings, some sincere acting by Ginger Rogers and Douglas Fairbanks Jr., a few good wisecracks including the famous stage line about "hillbillies from the Bronx." These make *Having Wonderful Time* an acceptable if not a first-rate movie.



Her luggage, with its phony foreign labels, is taken by Chick Kirkland (Douglas Fairbanks Jr.), a summer-camp waiter.



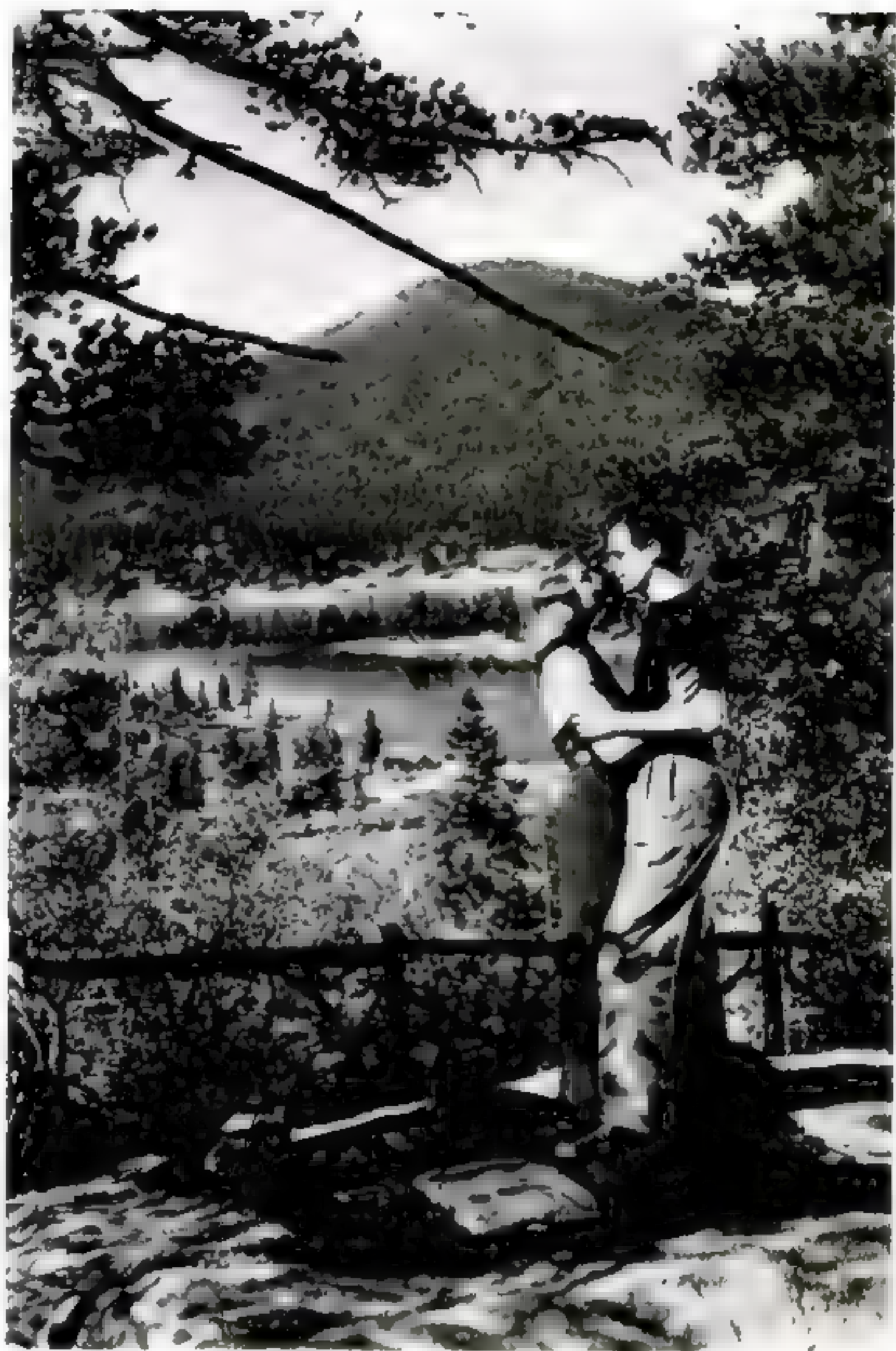
The "quiet mountain resort" turns out to be this. Here Teddy arrives with Chick after a fearful bus ride during which he spills her bags, she is shaken up and they have a quarrel.



The "social director" entertains the guests by mimicking the way they go up and down steps. He also kids their eating habits. Almost everybody but Teddy thinks he is a "scream."



In a thunderstorm Chick goes hunting for Teddy with a flashlight, finds her in Buzzy Armbruster's cottage (below). In the play she gets drunk. In the movie she plays backgammon.



Eagle Rock is the high secluded point overlooking Camp Kare-Free's lake, where summer campers spoon. Here Teddy and Chick discover that they love one another. Teddy wants a cultured husband and a home. Chick, just out of law school, has culture but no job. He suggests that they dispense with marriage. Teddy, shocked and hurt, runs off, spends an innocent night in Buzzy Armbruster's cottage. To reproduce a Berkshire horse-circuit background, RKO took its cast to California's San Bernardino Mountains, built a \$35,000 summer resort on Bartlett Lake.



A slug fest brings *Having Wonderful Time* to a happy ending. Here Chick eliminates Emil, one of Teddy's brash suitors come to claim her. Just prior he has similarly eliminated Buzzy.



THESE ARE ALL THE THINGS A NEW YORK DEBUTANTE PACKS INTO A MEDIUM-SIZED SUITCASE FOR A WEEKEND IN THE COUNTRY



Friday 4 p.m. the debutante starts for her country weekend. In her bag is everything shown at top. The bag has four hangers, weighs 30 lb. when full, costs \$18.50 at Saks Fifth Avenue.

THE AMERICAN GIRL TRAVELS LIGHT

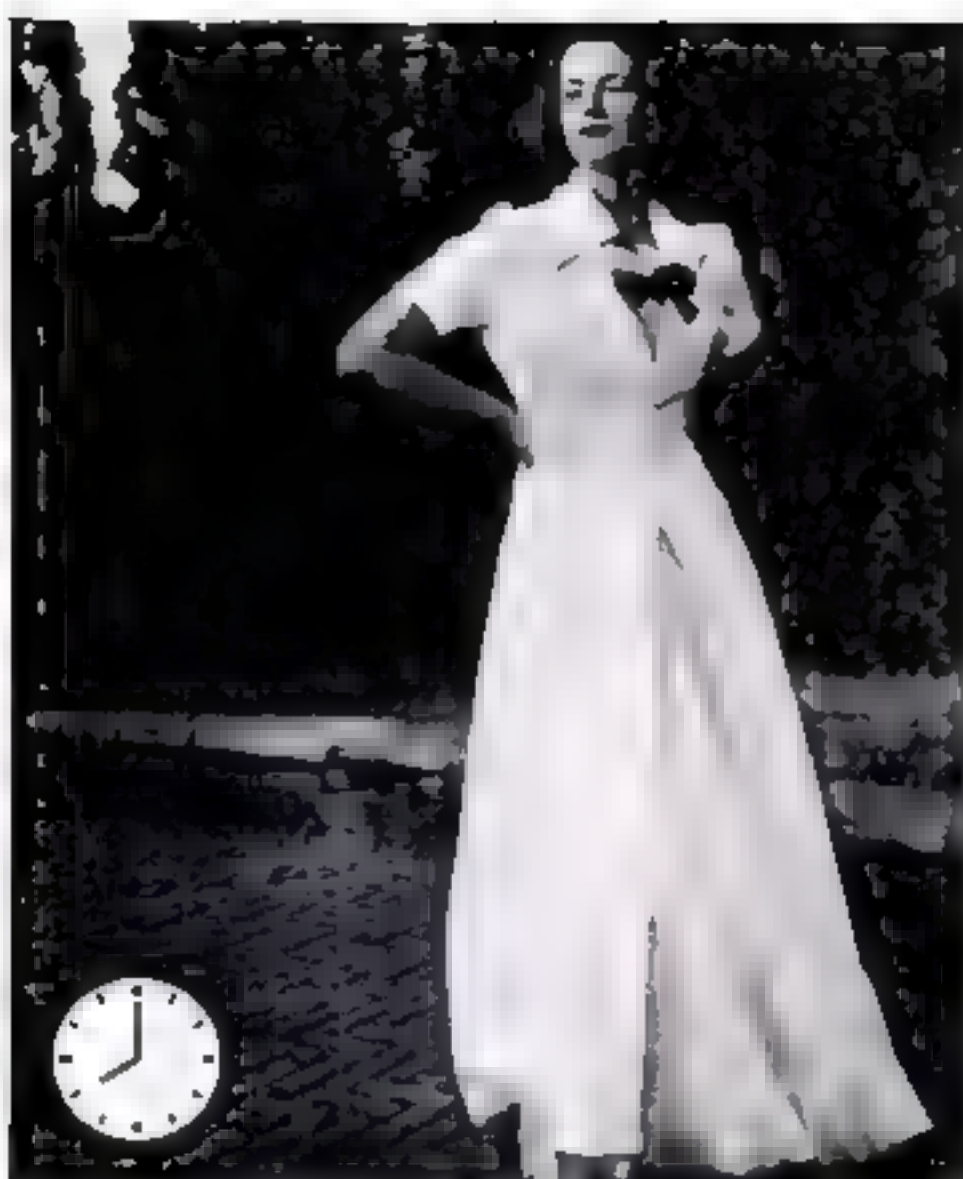
She crams twenty changes into one suitcase

That the American girl travels light is a sore spot with luggage manufacturers. That she can pull 20-odd costume changes out of one week-end suitcase is a feat envied by all luggage-laden males. On these pages is a complete exhibition of the great week-end-bag mystery.

On the opposite page are nine of the 20 different outfits that all came out of one bag which measures only 21 in. by 17 in. by 9 in.

Although women travel light, they buy more luggage than men, and buy most of it in June for summer vacations. Men use their luggage until it wears out. Women discard suitcases when new styles appear. Since luggage is a fairly staple item, manufacturers are constantly trying to invent new gadgets. The only revolutionary change in luggage in the past century occurred 85 years ago when the wardrobe trunk was introduced. Twenty years later the wardrobe suitcase appeared and since then the only important news in luggage has been in coverings.

When airplane travel created a demand for lightweight baggage, the canvas-covered suitcase resulted. Now most non-leather luggage is called "airplane." Best-selling item in women's luggage is the plain or striped canvas week-end wardrobe bag which sells for from \$5.50 to \$25. Swank travelers have matched cases and trunks, bribe hotel and boat porters not to smear them with labels. It is no longer smart to brag about your travels on your baggage.



Friday 8 p.m. the week-end is all set for dancing in white coat, formal dotted-swiss dress and evening slippers.



Saturday 9 a.m. she goes to the beach in two-piece satin Lastex suit and same long coat worn the evening before.



Saturday 11 a.m. she plays tennis in shorts, a printed unbleached muslin blouse, white anklets and tennis shoes.



Saturday 1 p.m. she appears at luncheon in a fresh blouse and matching knee-length wrap-around skirt over shorts.



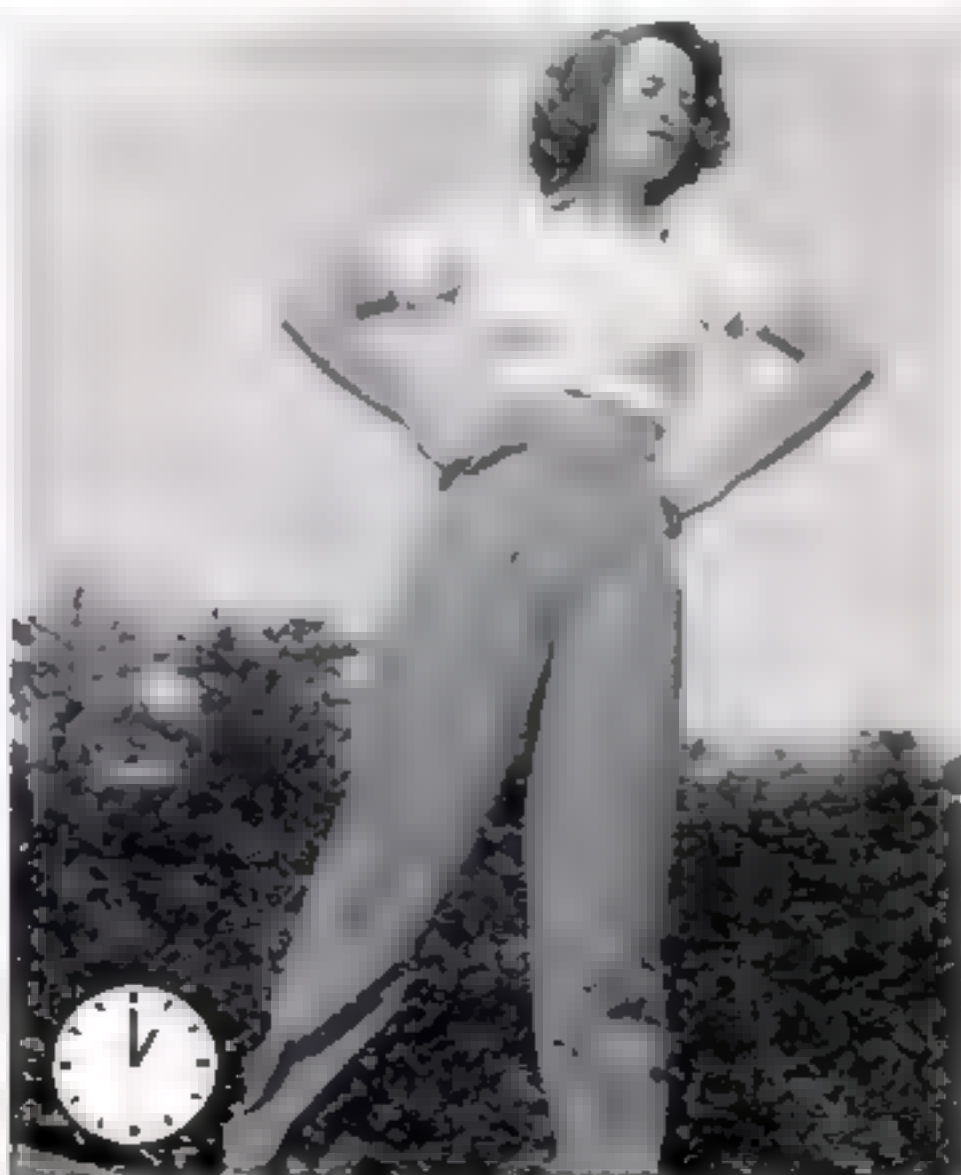
Saturday 4 p.m. she's off to the county fair in white dress, linen hat, brown-and-white sport pumps and white gloves.



Saturday 8 p.m. finds her wearing a brown-and-white strapless evening dress with one of the new brief sweaters.



Sunday 10 a.m. for golf she wears a blue cardigan over her pleated white-silk dress, minus print kerchief and belt.



Sunday 1 p.m. for picnic lunch she appears in dark-blue slacks, and sweater worn over evening dress night before.



Sunday 4 p.m. she heads back to the city in a bright print dress, off the-face turban, blue linen shoes and fresh gloves.



The Right Note

Wherever the paths of men may cross, Pabst can add the right note of understanding as it has for five generations. Good music, good fun and a glass of wholesome Pabst Blue Ribbon Beer help set the world in tune.

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GOOD TASTE FOR 94 YEARS ORDER A CASE TODAY



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DR. CONRAD IS FIRST NEGRO TO HEAD PEEKSKILL PASTORS

PASTORS PICK NEGRO PRESIDENT



GEORGE CONRAD

In Peekskill, N.Y. on June 8, the Pastors Association, which comprises clergy of the city's seven Protestant churches—excluding only the Protestant Episcopal—met to elect a president for the coming year. Unanimously chosen at the end of the meeting was the Rev. Stephen D. Conrad, D.D., Negro pastor of the African Methodist Episcopal Zion Church, son of a onetime slave. His father, George (*inset*), was born on the Conrad plantation at Winchester, Va., fought in the Civil War with the Union Armies, fathered eleven children. His son Stephen studied at Howard University, worked two years in the Navy before taking holy orders, has since held parishes in Massachusetts, New Jersey, North Carolina. He is now 63.

Announcing Dr. Conrad's election to the press, the local Presbyterian pastor, a native of Georgia, declared neither "condescension" nor "generosity" had been involved in the choice. His fellow churchmen, he declared, were simply recognizing Dr. Conrad's services to the community.

PEEKSKILL'S A.M.E.Z. CHURCH GIVES DR. CONRAD AN \$800 LIVING



Monroe shatters all speed records with **AUTOMATIC** *Split Second* **MULTIPLICATION**

Found only in this newest
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It remained for Monroe to produce such a machine — one that literally condenses figures so that with a flick of the finger, answers flow from it with a speed undreamed of.

It will handle your entire figure load easily — cut your figure costs substantially — shorten your figure hours, and give

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If you have ever been impatient for greater production from a calculating machine; if you don't object to falling under the spell of a machine that is really uncanny — then, by all means, be among the first of the hundreds of thousands who will want to see this modern miracle perform on every type of business figuring.

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GENERAL OFFICES • ORANGE, N. J.

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ALL BARTENDERS
MAY BE GOOD
HUSBANDS
But
ALL HUSBANDS
ARE NOT
GOOD
BARTENDERS

Perfection in mixing cocktails calls for long experience and specialized skill. That's why few barmen and scarcely any laymen

blend cocktails as smooth, mellow, delicious as Heublein's ready-mixed CLUB COCKTAILS. . . . Take home a bottle or two of CLUB COCKTAILS today and see if this isn't a fact.

Heublein puts more than fine liquors into these taste-satisfying cocktails. . . . To these prime ingredients, Heublein adds a veteran cocktail flavor-mastery that dates back to 1892.

Isn't it unfair, then, to expect the average husband to be able to make such fine, flavorful cocktails as these?

Also, for your parties, large or small, think of the convenience! No mixing-mess! No kitchen-clutter! Nothing to do with these ready-mixed cocktails but ice and pour!

They're economical, too. No wasting of costly ingredients! No over-stocking of pantry shelves! No surplus to throw out.

What you don't use from any opened bottle of CLUB COCKTAILS keeps indefinitely.

SELECT FROM THESE 7 VARIETIES

DRY MARTINI (71 proof). Milshire Dry Gin with two types imported Vermouth.

MARTINI (Medium Sweet) (60 proof). Milshire Dry Gin and imported sweet-type Vermouth.

MANHATTAN (65 proof). Rich, specially blended whiskey and Italian Vermouth.

OLD FASHIONED (80 proof). Made with blended whiskeys rich in bouquet and flavor.

SIDE CAR (60 proof). Made with choice, imported cognac brandy and other flavoring ingredients, expertly blended.

DAIQUIRI (70 proof). Made with selected rum and lime cordial, skilfully blended.

BRONX (60 proof). Fine fruity-tasting cocktail with Milshire Dry Gin and imported Vermouth.

G. F. HEUBLEIN & BRO., Hartford, Conn.



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The **CLUB COCKTAILS**

NOTHING TO DO BUT *Ice & Serve*

TRY MILSHIRE DISTILLED DRY GIN!

Milshire Distilled Dry Gin is, we believe, as dry as a fine gin can be made. MILSHIRE, distilled by the old English "pot-still" formula, is preferred everywhere for its finer aroma and flavor. (90 proof—distilled from 100% grain neutral spirits).



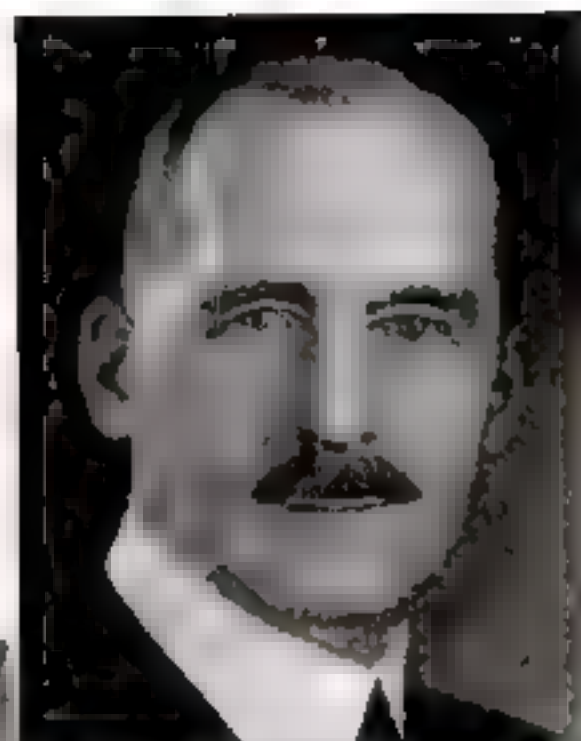
HEUBLEIN & HARTFORD

CLINICAL PATHOLOGISTS CONDUCT A SEMINAR ON TISSUE DISEASES

During the fortnight of June 3-18, San Francisco was the medical capital of the Western Hemisphere. In session at annual conferences were organized groups of U.S. psychiatrists, heart specialists, pathologists, ophthalmologists, allergy experts and members of the nation's top-ranking society of physicians, the ultraconservative American Medical Association.

Shown in the picture below is one of the many seminars held by the various specialized units. The intent scholars peering into their microscopes are members of the American Society of Clinical Pathologists. Their field encompasses tissue diseases of the body, internal and external. To them for diagnostic assistance go dermatologists, experts on internal medicine and cancer. In their microscopes they read the medical fate of thousands. Here you see them examining identical sets of slides, while at the head of the room Dr. Lee McCarthy of Washington, D. C., one of the nation's foremost skin pathologists, lectures to them on what they see.





"YOU CAN BUILD UPON THE FAITH AND HONESTY OF THE AMERICAN PEOPLE"

Noted Economist Outlines Virtues of the "Pay-as-you-use" Buying Plan

By Col. Leonard P. Ayres



A SOLID business man tries to determine his income for a year—then commits himself accordingly for men, materials and improvements. That is safe, sane and solvent procedure.

"A family, too, or an individual, thanks to sound instalment buying, can make its financial commitments against income, buying labor-saving and comfort promoting household appliances on a prudent basis, enjoying ownership and use from the day the purchase is made.

"Sound instalment buying means the purchase of substantial merchandise on a 'pay-as-you-use' basis. It is quite different from going into debt for numerous, unimportant things. Sound instalment buying has made mass production possible, because it has given honest, energetic people the ability to buy the useful and durable things that factories produce. It has helped to put millions of

American people on American payrolls.

"I do not condone heedless buying of unimportant things, by instalments or otherwise, but I believe that a plan which permits the purchase of things that really make life better, and the use and enjoyment of those things while they are being paid for, is basically sound. Authorities point out that very few, who agree to pay in regular instalments, fail to keep their promises. That is why I say you can build upon the faith and honesty of the American people.

"Credit is an advantage that should not be confined to the rich. The average man needs it more than an 'upper bracket' individual. Credit is the just privilege of every honest, industrious man. And that is what instalment buying really is—the extension of credit to those who need it and who rightfully should have it.



"We would pay much more today for our automobiles, trucks, automatic refrigerators or radios, if they were not subject to mass production and mass sale. No factor in our economic scheme has been more effective than instalment buying in putting employment up and keeping prices down."

★ ★ ★

The Commercial Credit Company . . . a great financial institution to serve the American family . . . offers you a time-payment plan which enables you to invest regularly a small part of your income in durable possessions contributing to family health, comfort and happiness. This is a form of saving that pays dividends in better living. When you buy on time, ask your automobile, truck or home equipment dealer to finance your purchase on the Commercial Credit Company plan and enjoy the advantages of low cost and courteous treatment with adequate insurance protection.

COMMERCIAL CREDIT COMPANY

Credit Bankers to America's Families

BALTIMORE

Capital and Surplus over \$64,000,000

Wholesale, Retail Instalment and Open Account Financing, Factoring and Credit Insurance through subsidiaries

SERVING MANUFACTURERS, DISTRIBUTORS AND DEALERS THROUGH MORE THAN 250 OFFICES IN THE UNITED STATES AND CANADA

NEW...a CREAM DEODORANT

which safely

STOPS *under-arm* PERSPIRATION

Arrid is the ONLY deodorant to stop perspiration with all these five advantages:—

1. Does not rot dresses, does not irritate skin.
2. No waiting to dry. Can be used right after shaving.
3. Instantly stops perspiration for 1 to 3 days—removes odor from perspiration, keeps armpits dry.
4. A pure, white, greaseless, stainless vanishing cream.
5. Arrid is the ONLY deodorant to stop perspiration which has been awarded the Textile Seal of Approval of The American Institute of Laundering for being **HARMLESS TO FABRIC.**



39¢ for

All drug and dept. stores

ARRID

TRIAL JAR. Send 10 cents (stamps or coin) for generous size jar of Arrid. Feminine Products, 80A Park Place, New York, N. Y.

AMAZING NEW INVENTION PREVENTS DROWNING KEEPS HEAVIEST PERSON AFLOAT OVER 12 HOURS



"So Simple
a child
can use it,"
says
GEORGIA
COLEMAN,
1936 Olympic
Champion
"I always wear
LIFEGUARD for
safety in water."

**Inconspicuous As Small
Belt When Not in Use
Inflates Itself in One Second
With Simple Bend of Belt**

A remarkable new scientific device now gives positive "insurance" against drowning. LIFEGUARD is an attractive small belt, attaches inconspicuously and securely to any swimming suit or trunks without hampering in any way.

\$1000 LLOYD'S OF LONDON POLICY
ISSUED WITH EVERY LIFEGUARD

To every LIFEGUARD purchaser, Lloyd's of London will issue a \$1,000 one-year policy. For details see application made current. Be sure you get the Original LIFEGUARD. Beware of imitations.



Lifeguard makes its appearance in a "redoubting" Paramount picture. Short Subject: Paramount release in full color. These pictures are shown throughout the world. See Lifeguard in action at your favorite theatre.

Take a big, quick action to put into action. A simple bend of the belt, and LIFEGUARD instantly inflates itself, and floats the heaviest person from 12 to 24 hours. Contains no dangerous chemicals. Used by One of World's Finest Life Guard Service.

Mayor Gillette of City of Santa Monica writes: "LIFEGUARD has been thoroughly tested, with such satisfactory results that we have installed it as regular lifeguard equipment."

Fred Cady, Olympic Swimming Coach, writes: "LIFEGUARD is the most effective precaution any swimmer can take."

At Leading Drug and Department Stores.

**Have New Confidence in Water
End Fear for Loved Ones.**

Do not delay another day to protect yourself and loved ones in the water. If not yet available at your dealer, send \$1.50 for LIFEGUARD, postpaid. O'CONNOR-PLATT CO. 372 MADISON AVE., NEW YORK

Hollywood • Denver • Chicago

PEOPLE

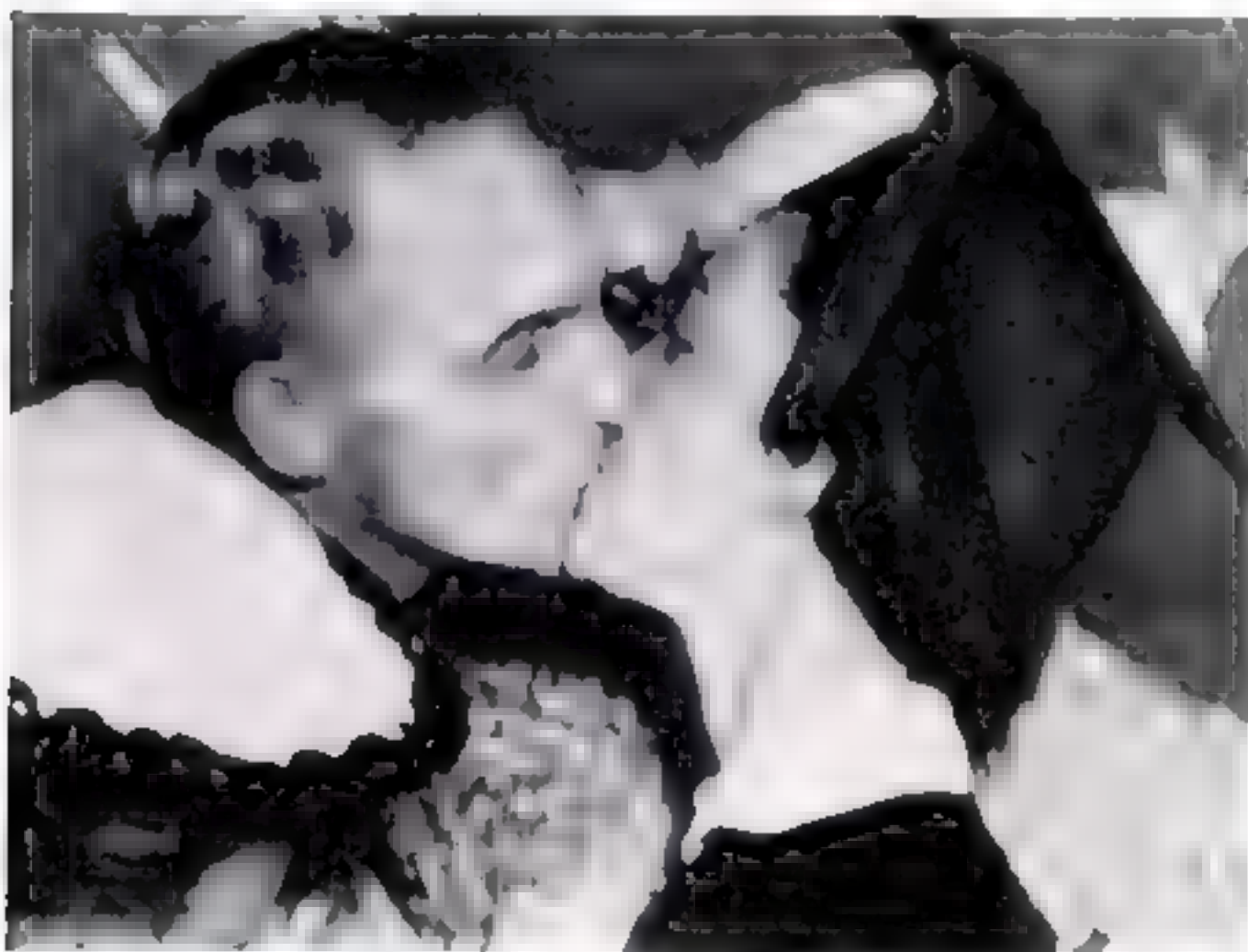
The Cameras of the World Press
now put these people in the news



M. R. M. Princess Fawzia, 16-year-old sister of King Farouk of Egypt, was declared betrothed to the Crown Prince Shahpur Mohammed of Iran on June 10. They have never met. Their wedding will link two of the world's oldest civilizations.



Andrea Luckenbach, 18, daughter of the president of Luckenbach Steamship Co., Inc., was married on Long Island June 14 to William Dobbs, 22, butter-and-egg salesman, over her father's objection. Mr. Luckenbach said Andrea was too young to wed.

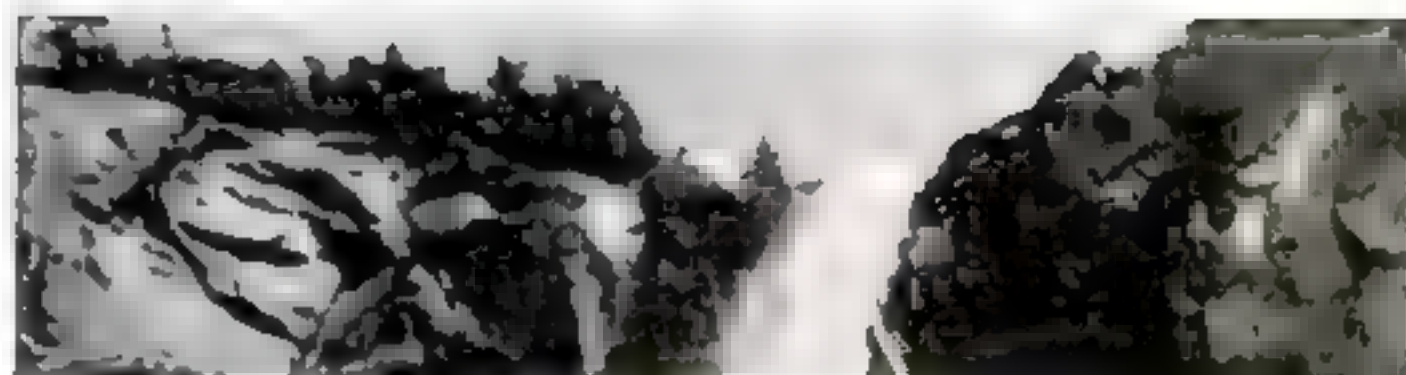


Henry Ford bestowed a graduation kiss on his niece Betty Bryant, as she emerged from commencement exercises at Denison University, Granville, Ohio, on June 13. Miss Bryant is daughter of Mr. Ford's sister-in-law, Mrs. Roy C. Bryant, of Dearborn.



Jeanne Cagney, 19, was kissed by her brother, Cinematographer James, on her graduation --cum laude, Phi Beta Kappa—from New York's Hunter College, June 15. Jimmy said he planned to put her in the movies. Said their mother: "We'll talk it over."

CONTINUED ON NEXT PAGE



for You this Summer...a SUPER-TRIP by SUPER-COACH!



When you have scanned the vacation map of America and finally settled on the summer playground you want most to visit, the next step is easy! There's one transportation system that serves more of America's National Parks and resorts than any other—in fact, reaches nearly all of them, directly or by short connecting bus lines. That's Greyhound! In a modern streamlined Super-Coach, breeze-cooled in Nature's way, you can go one route and return an entirely different one—thus doubling your sightseeing opportunities while saving extra money on Greyhound's lower round-trip fares.

MAIL COUPON BELOW TO NEAREST GREYHOUND OFFICE

Cleveland, O. E 9th & Superior	San Francisco, Cal. Pine & Battery Streets
Philadelphia Pa. Broad St. & 10th	Ft. Worth, Tex. 106 Commerce Street
New York City 245 W. 4th St.	Minneapolis, Minn. 509 Sixth Ave., N.
Chicago, Ill. 711 A. W. Ave.	Memphis, Tenn. 227 N. Main Street
Boston, Mass. 60 Park Square	New Orleans, La. 400 N. Rampart Street
Washington D.C. 100 New York Ave. N.W.	Cincinnati, O. 630 Walnut Street
Detroit Mich. 1000 E. Grand Ave.	Richmond, Va. 412 East Broad Street
St. Louis, Mo. 1000 W. & 10th St.	Windsor, Ont. 403 Ouellette Ave.
Charleston W. Va. 58 Commerce Street	London, England A. B. Reynoldson, 49 Leadenhall Street
Lexington, Ky. 50 N. Limestone	



GREYHOUND Lines

Send for Colorful Booklet, Vacation Information

Mail this coupon to nearest Greyhound office, listed above, for interesting pictorial folder, filled with travel facts about any of the following: NEW ENGLAND ☐ CENTRAL ATLANTIC CITIES & BEACHES ☐ PENNSYLVANIA & NEW YORK STATE ☐ MICHIGAN & GREAT LAKES RESORTS ☐ GREAT NORTHWEST ☐ CALIFORNIA, ALL THE WEST ☐ ACROSS AMERICA THROUGH SOUTHWEST ☐ SOUTH ATLANTIC COAST, GREAT SMOKES, SHENANDOAH VALLEY ☐ Check the one you want—and jot down any special place you would like to visit, on the line below.

Information on trip to _____

Name _____

Address _____ F-6

Paramount Picks Greyhound for a feature role in its new picture "You and Me," starring Sylvia Sydney and George Raft—now showing throughout America.



You can get a
better **SPARKLE**
with Canada Dry Water

SIMPLY mix your drinks with Canada Dry Water...the perfect club soda. They'll sparkle zestfully to the last sip and *taste better too*. That's because Canada Dry Water is *extra lively*. You can prove this by leaving an opened bottle of Canada Dry Water in a refrigerator. Twenty-four hours later it will still have its "Champagne" Sparkle. It takes PIN-POINT CARBONATION, Canada Dry process, to make this sparkle.

WHENEVER YOU SEE THIS EMBLEM
IN HOTELS, CLUBS OR RESTAURANTS
IT'S THE SIGN OF A BETTER DRINK



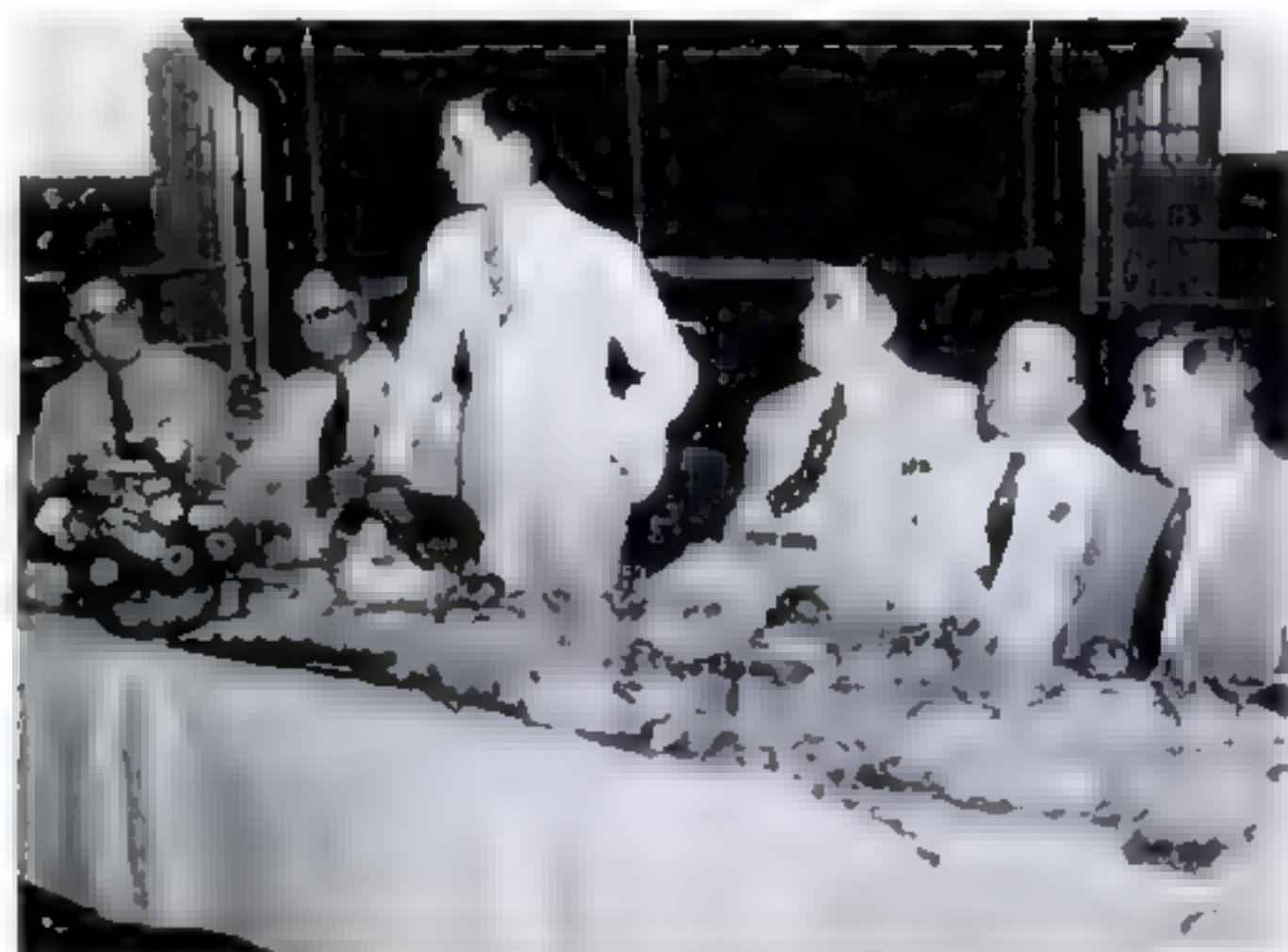
Sparkling
**CANADA DRY
WATER**
A PERFECT CLUB SODA

The Water with the
"Champagne" Sparkle
AT NEW LOW PRICES

PEOPLE (continued)



William Randolph Hearst met new Daughter-in-Law Hope Chandler Hearst ("Prettiest Girl in Paradise"—LIFE, Dec. 20) for the first time since her marriage to his son, David, in Baltimore on June 14. Said he: "A very very lovely young lady!"



Russell Long, 19, son of the late Huey Long, was guest of honor at a luncheon given by Louisiana politicians and friends of his father in Baton Rouge on June 1. He told how he used his father's tactics to win an election at Louisiana State U.



Léon Blum, ex-premier of France, yawned over a report at the Socialist Party's Royan Conference, June 8, as his aide, M. Blumel (left), read over his shoulder. Chief result of the conference: an intra-party split between Left and Right groups.



Andrew A. D. Rahn, a Minneapolis lumberman, was installed as new Imperial Potentate of the 400,000 members of the Order of the Mystic Shrine June 9 at the closing session of the Shriners' spectacular three-day convention in Los Angeles.



Judge Florence E. Allen, only woman to sit on the U. S. Circuit Court of Appeals, received an honorary LL.D from Oberlin College June 14. When the emblematic hood was conferred, Judge Allen bridled as though receiving a hangman's noose.

FACTS BEHIND OUR HUMAN CUSTOMS...

We don't light THREE-OFF-A-MATCH *Why?*



During the BOER WAR (1899-1902) the British soldiers started the custom of avoiding three lights from one match. They found it dangerous enough to light ONE cigarette at a time, foolhardy to light TWO, and to light THREE was sheer suicide. THREE lights gave the Boer sharpshooters time to set their sights and fire. Today this custom still persists. The reason for many of these

HERE'S ANOTHER CUSTOM BASED ON FACT:



Gold Label — 100 Proof
Silver Label — 90 Proof

When you delve into the subject of Human Customs you can find another that started in old Kentucky two generations ago. It's the preference for GLENMORE among those who insist upon a fine whiskey... Distilled by the traditional GLENMORE formula... Using only Kentucky's famous deep-well water... Faithfully attended to in every detail of preparation... Here is a sound basis upon which you can found a good custom for yourself. Pour GLENMORE... you get more.

Glenmore

KENTUCKY STRAIGHT
BOURBON

Copyright 1936, Glenmore Distillers Co., Inc.

OTHER GLENMORE PRODUCTS

KENTUCKY TAVERN	<i>Tom Hardy</i>	Mint Springs
KENTUCKY STRAIGHT BOURBON WHISKEY Bottled in Bond 100 PROOF	A BLEND OF KENTUCKY STRAIGHT WHISKIES 90 PROOF	KENTUCKY STRAIGHT BOURBON WHISKEY 90 PROOF



A well-known Wall Streeter examines a caricature of his ex-father-in-law at Bond Club's Sleepy Hollow outing. Cartoons like this reinforced a miniature World's Fair midway.



A deodorized skunk was won as booty prize in the tennis tournament by Bernard Scharff of E. H. Rollins & Sons. He promptly sold it to Herbert Reeve of Lawrence M. Marks & Co.



Sidney Weinberg of Goldman, Sachs tries his luck at the dart game. You'd never guess it from this picture, but Mr. Weinberg is a director of 17 companies, including Sears, Roebuck & Co., Continental Can, General Foods, National Dairy. He started out as office boy.



Mr. Weinberg's target was one of the most popular features at the Bond Club's Sleepy Hollow country outing. The players paid 50¢ for three darts to have a fling at Lady Luck. They got \$1 back for hitting both balloons. One man hit a bull's-eye, netted \$10.

Life Goes to a Party

With some anti-Roosevelt Wall Streeters



Founded in 1917, the Bond Club of New York is a social organization whose 650 members include partners, syndicate managers and topflight security salesmen connected with such famed financial houses as Morgan, Stanley; Kidder, Peabody; Lee Higginson;

Kuhn, Loeb; J. & W. Seligman; Hayden, Stone; Dillon, Read, etc. Once a year these Wall Streeters dismiss workaday cares at a field day of sport and fun at the Sleepy Hollow Country Club on the Hudson.

There on Friday June 10 they played golf, tennis and baseball, traded for prizes at a "Stock Exchange," indulged in Games of Chance and Games of Skill at a miniature "World's Fair" decorated with cartoons like the above, watched a girls' swimming exhibition, and tried to forget, briefly, Franklin Roosevelt and the SEC. Until late in the evening they sang songs, consumed quantities of lobster, chicken and apple pie à-la-mode. The next day stocks slumped to the smallest Saturday volume-of-business since September, 1934.



Impromptu baseball kept many members busy during the afternoon. Here Allan Dean Converse of A. C. Allyn & Co. vainly awaits the ball as batter safely makes base. James Wolff of Speyer & Co. required eight stitches after being hit on the head by a pitched ball.



The Bond Club Stock Exchange enabled members to trade for prizes which included three brand new cars and \$1,000 in stock. Man who looks like Bernard Baruch is Adolphe Gebrung



Herman K. Harrison sings to an entertainer's accompaniment. Below, Henry Pitt Warren Jr. of Tucker, Anthony & Co. takes in lottery tickets. At far left is Frank Wood of Otis & Co.





THE R. VOLI
Single Top Tan and
White Bostonian
Tropicals
L. 10000

BOSTONIAN

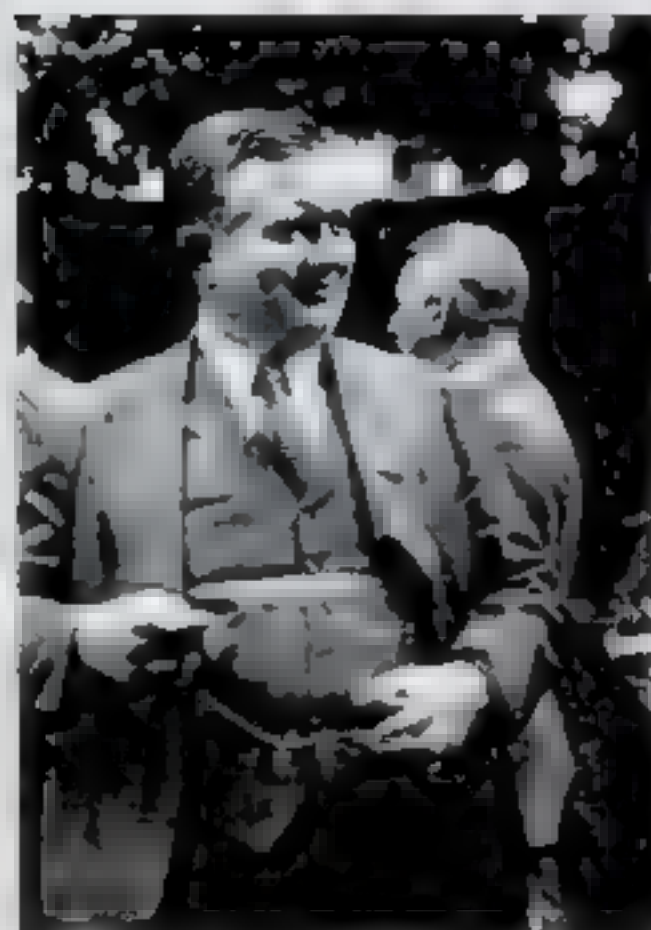
Tropicals

Bostonians' innovation to crisp, comfortable footwear for the coolest men in town. Hundreds of tiny windows to catch the slightest breeze stir and allow the foot to breathe. Ideal with Tropical suits. At leading men's apparel and shoe stores.

Bostonian Tropicals
\$7.50 to \$11



Life's Party (continued)



Editor of the sober *Wall Street Journal* is genial, capable Kenneth C. Hogate.



Editor of the *Bawl Street Journal* is John A. Straley of *Investment Dealers Digest*.

Bond Club members, who pay \$30 annual dues, paid nothing extra for the Sleepy Hollow field day. Expenses were made largely from the profits of the *Bawl Street Journal*, a 50¢ parody of the serious *Wall Street Journal*, which the Bond Club gets out on the day of its annual party.

Using the *Wall Street Journal's* regular type and format, this yearly satire treats financial affairs in a highly irregular way. This June it referred feckingly to the day in 1893 when an investment banker tried to marry a white woman, wrote up a fresh-air outing at which WPA workers played host to "the underprivileged residents of the Wall Street slum district," discussed the barring from the mails of a magazine which pictured the birth of a new bond issue, and touched on a rehabilitation project for brokers under way in the Philippines.

The regular advertisements of the *Wall Street Journal* were replaced by parody ads (see below and opposite). The Bankers Trust Co. was represented by a picture of its main building standing on its head; the Gruen Watch Co. suggested its product as a token for bankers to give clients as a remembrance; Morgan, Stanley, asked, "Will the U. S. STEEL our Business?" and J. & W. Seligman, sponsors of Tri-Continental Corp., urged "Tri Continental. Tri Chesapeake Corp. Tri Anything Once."

Curious services were "advertised" in the *Bawl Street Journal* by brokerage house of E. A. Pierce & Co. which in sober fact has 23,000 miles of private wires. Ordinarily these are used for the execution of financial orders although in dull moments brokers have been known to wire ribald anecdotes from coast to coast.

We are pleased to announce
that

Beginning June 15, 1938

Our nation-wide private wire system will be
available to the public for transmission
of greetings in connection with

Mother's Day

Christmas

Birth of Offspring

Yom Kippur

etc.

at special low rates

::

E. A. Pierce & Co.

It Can't Happen Here!



This highly imaginative cartoon of President Roosevelt driving up Wall Street to an accolade of frenzied salutes and ticker tape appeared on the first page of the *Buel Street Journal's* 1938 issue. Trinity Church appears at the rear and the Sub Treasury Building on the right. Other cartoons showed a Yogi investment counsel thoughtfully reading a crystal ball, a banker fondling his dictaphone after his secretary was dismissed for lack of funds, and a rude businessman unable to leave his desk because "he lost his shirt in '29 and his pants in '37."

NEW DEAL GRASS SEED



Guaranteed to grow grass in any or all streets in every village and city in America.

GERMINATION
100% SURE



Come, makeable, us and you about the anyone honeymooners who couldn't get out of their zipper, for you, too.

ABERCROMBIE & FITCH CO.

The Biggest Sporting Goods Store in the World
1200 Madison Avenue at 41st Street, New York



LEARN TO SAY
FLEISCHMANN'S



That's the spirit!

No gin can be any better than the spirits it contains. We distill our own spirits and we honestly believe them to be the finest in the world.



Distilled from American Grain. 90 Proof.
Copyright 1938, The Fleischmann Distilling Corporation, Peckskill, N. Y.
Also Fleischmann's Sloe Gin. 65 Proof

A NEW SHAVE CREAM FOR THE

1 Man in 7

WHO SHAVES EVERY DAY...

Forms protection between razor and face . . . keeps blade from scraping or irritating skin

IMPORTANT business and social contacts now demand that most men shave at least once every day. Yet daily shaving makes many a man's skin raw and irritated unless it's protected against razor scrape.

To meet the "shave-a-day" man's problem, Williams has built an entirely new-type shave cream. It's called Glider. You spread on Glider quickly and easily with the fingers—never a brush. It's not

sticky or greasy, and it won't clog your razor.

Glider forms a thin protective layer on your face. Over this rich, heavy cream your razor slides—swiftly and easily—without scraping.

Here's how you can try Glider FREE! Just send us your name and address, and we'll mail you a generous tube of Glider absolutely free. On this one trial, we rest our case. We think you'll agree that Glider "No-Brush" Shave is the finest shave cream you've ever used.

Write today: The J. B. Williams Co., Dept. LG-3, Glastonbury, Conn., U. S. A., makers of Aqua Velva and Glider, who have been making fine shaving preparations for nearly 100 years.



Experts Tell How You Can Get Better Candid Camera Shots

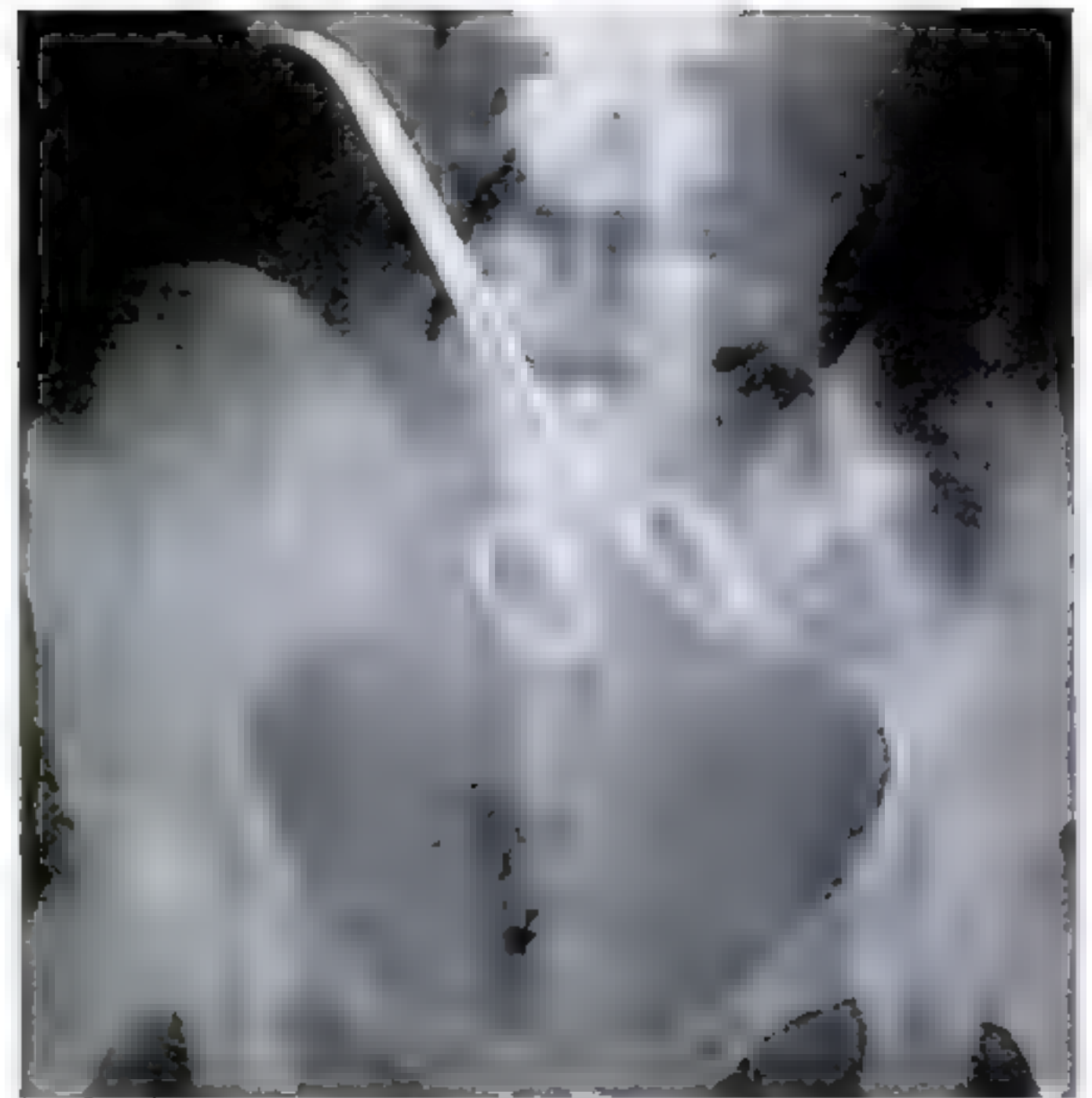
CONTENTS INCLUDE:
 Alfred Eisenstadt: "Eyes That See"
 Manuel Kanner: "Portraiture"
 Leo Katz: "Composition"
 Willard D. Morgan: "Photo-Journalism"
 Alan Fisher: "News Photography"
 . . . and many more!

Latest, Biggest, Most Complete Book of Its Kind—The new "MINIATURE CAMERA WORK!" A practical guide to better photography. 15 experts, including contributors of LIFE, tell all about News, Photomontage, Child, Animal Photography, Photo-Journalism, Portraiture, Composition, Lighting, etc. A book for the photographer and all who look at pictures. 316 pages, size 4 1/2 x 11, 500 illus. 19 pages in color. Price only \$4.95. **SEND NO MONEY,** pay postman on delivery. Money back if not satisfied. Order NOW.

Morgan & Lester, Dept. 16, 100 E. 42nd St., N. Y. City

SMARTING SKIN IRRITATION

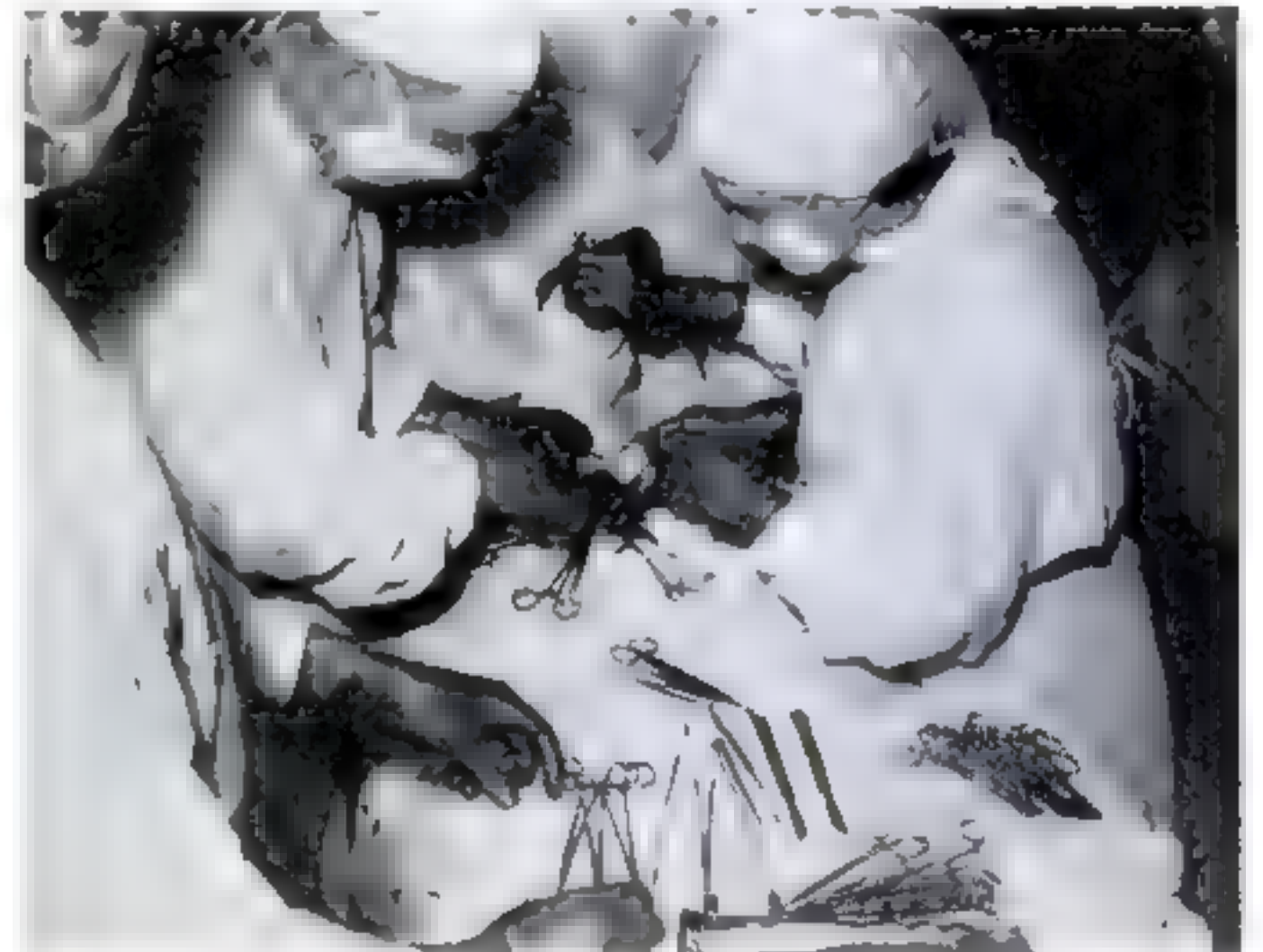
FIERY To quickly check itching and burning and combat irritation, use Resinol Ointment and Soap. Its gentle medication soothes as it aids healing.



THIS X-RAY SHOWS FORCEPS LEFT INSIDE MRS. CORNETT

LOST FORCEPS FOUND IN WOMAN'S ABDOMEN

In Kansas City on June 13 the press was privileged to attend an operation on Mrs. Esther Cornett, who had been complaining of a "queer feeling" since undergoing an appendectomy three years before. Surgeons removed the cause—a pair of forceps left inside her after the first operation.



The operation required removal of a foot of intestine, into which the forceps had been wedged. The instruments used here were carefully counted before and after.



Mrs. Cornett happily was able to smile at her plight. Many courts blame such cases of misplaced surgical instruments not on surgeons but on assisting nurses.

FIRST

"Political dynamite" in tampering with Supreme Court forecast by FORTUNE SURVEY *nine months before* Roosevelt attempts to enlarge Court

THEN

Roosevelt's winning election vote foretold by FORTUNE SURVEY within 1 per cent (October 1936)

NOW

How U. S. votes on Roosevelt and his plans *today* is revealed by FORTUNE SURVEY

NEVER BEFORE have you seen so intimate a study of what America thinks of the man in the White House. Here, for the first time is the *balance sheet* of Franklin D. Roosevelt, as cast up by FORTUNE's SURVEY OF PUBLIC OPINION. On a dozen questions, ranging from his personality to his Reorganization Bill, the SURVEY now reports the country's verdict.

What is the explanation for the astonishing accuracy of the FORTUNE SURVEY OF PUBLIC OPINION? The answer is simple.

U. S. DIVIDED INTO 7 REGIONS, 5 INCOME GROUPS, 12 OCCUPATIONS FOR SURVEY

FORTUNE's SURVEYS are conducted—by personal interview—among a scientifically balanced sample of the country's total population. In this sample the numbers of men and women, Down-Easters and Hoosiers, rich and poor, young and old, proprietors and laborers, white and black, are so adjusted that the sample represents, within a small limit of error, a miniature

United States—with the same opinions, prejudices, misunderstandings and hopes as the nation at large. And when the FORTUNE SURVEY taps that sample, the truth of U. S. Public Opinion emerges.

You will find in FORTUNE this month the thirteenth such Survey, perhaps the most important FORTUNE has yet made through this new technique in journalism which began on its pages exactly three years ago.

To FORTUNE subscribers, to business men, to Congress, the President and his advisers, this newest FORTUNE Survey will be a contribution of high significance.

IN THE SAME ISSUE . . . *Tomorrow's Airplane*, analyzing the new ocean-hopping superliners . . . *Argentina*, fourth in FORTUNE's South American series . . . *Deepest Hole in the World*, Continental Oil Company's two-and-a-half-mile-deep well . . . *Willys-Overland* . . . *Continental Baking* . . . and more.

SEE Fortune for July

★ SOLD BY SUBSCRIPTION ONLY • \$10 A YEAR • ADDRESS SUBSCRIPTION DEPARTMENT, 332 EAST 22ND STREET, CHICAGO, ILLINOIS

PICTURES TO THE EDITORS

TWO SNAKES AND A FROG

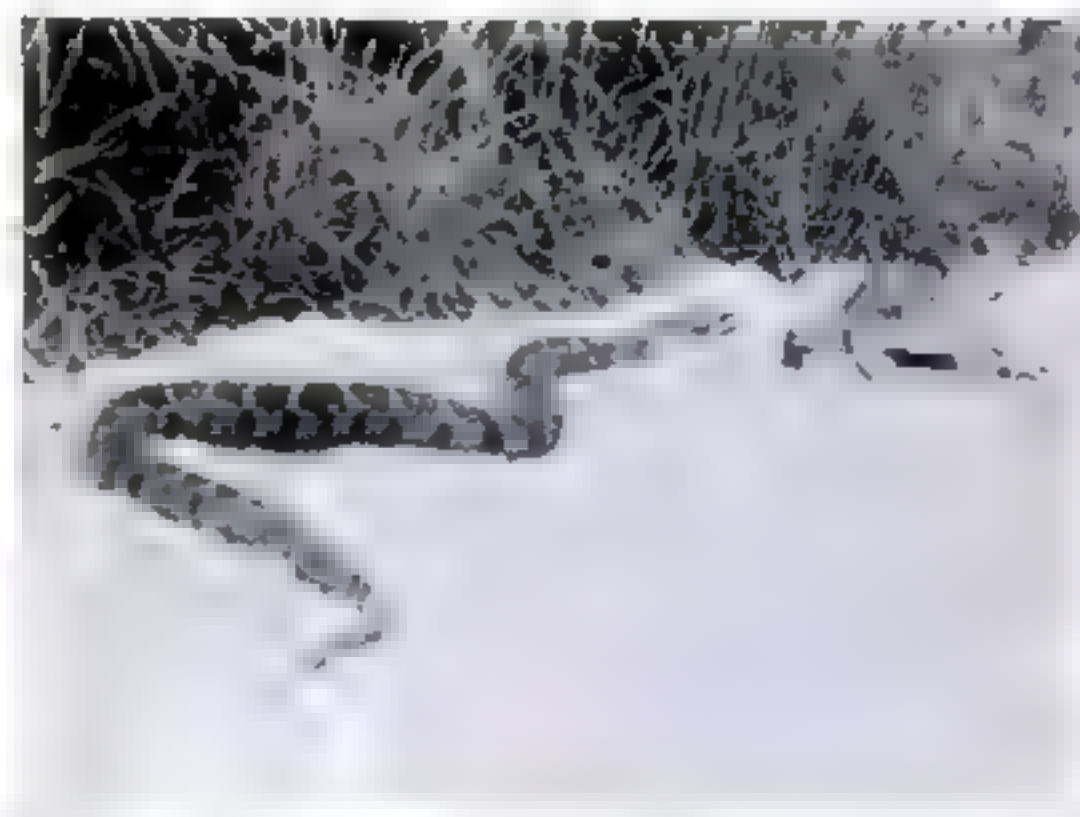
Sirs

I am submitting herewith a set of pictures, made May 30, which tells the progressive story of one water moccasin eating a frog and then in turn being eaten by another water moccasin. From beginning to end the action recorded took about two hours. The scene is on a creek bank about two miles from town. The larger snake was 4 ft. long and the smaller one just a little less than 3 ft.

It took me many weeks to get this setting and action. The entire series might be captioned "Survival of the Strongest"

H. B. LAWS JR.

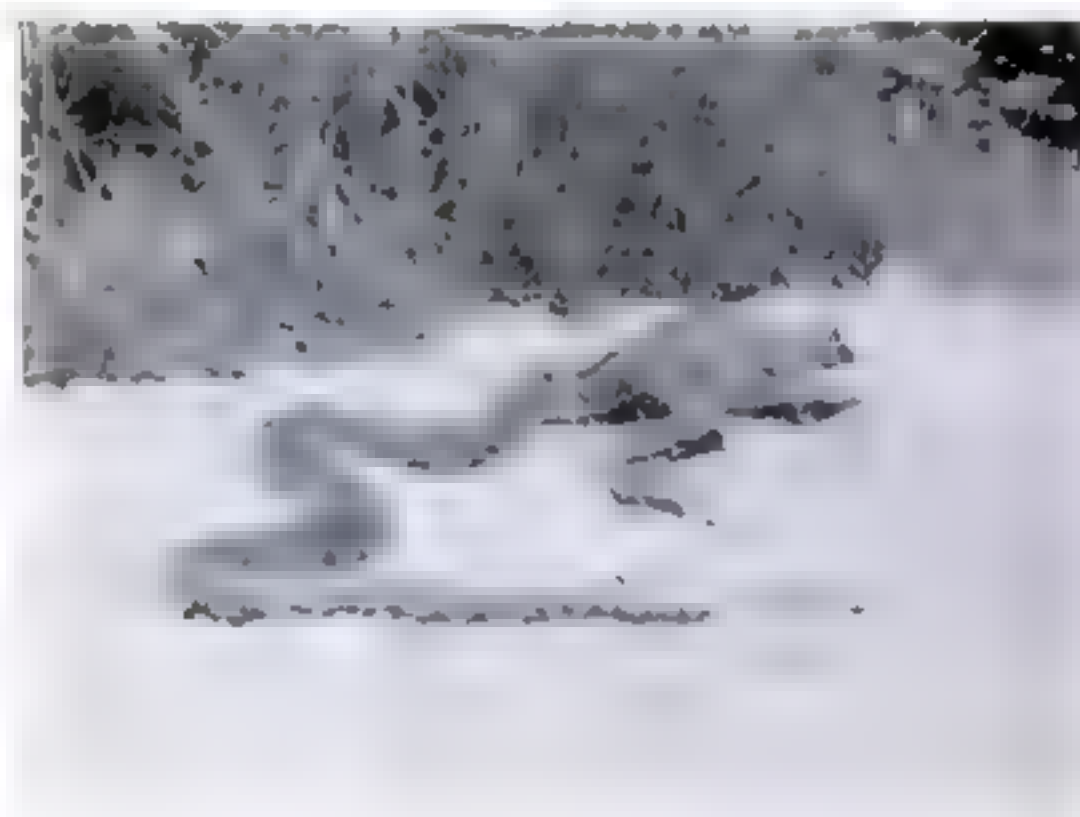
York, S. C.



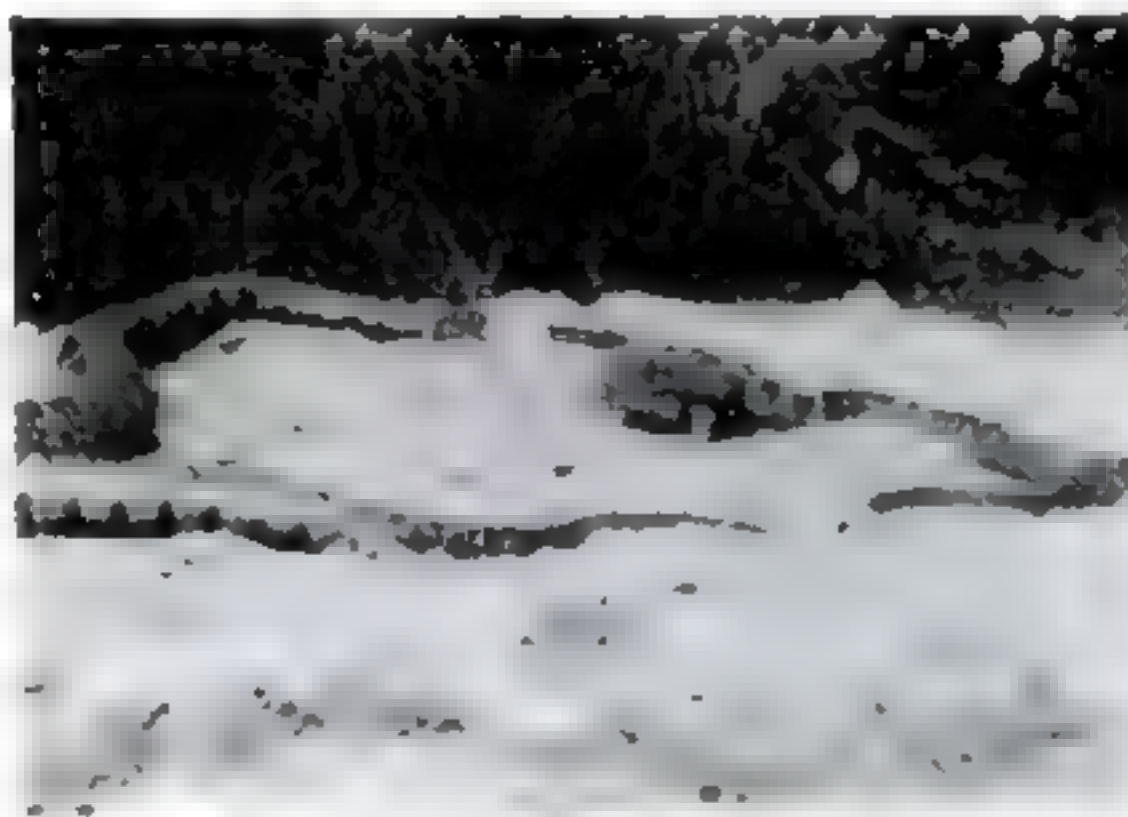
SNAKE NO. 1 SLIPS SOFTLY UP ON FROG FROM THE REAR



THREE TIMES—BUT TOO LATE. SNAKE CATCHES HIND LEG



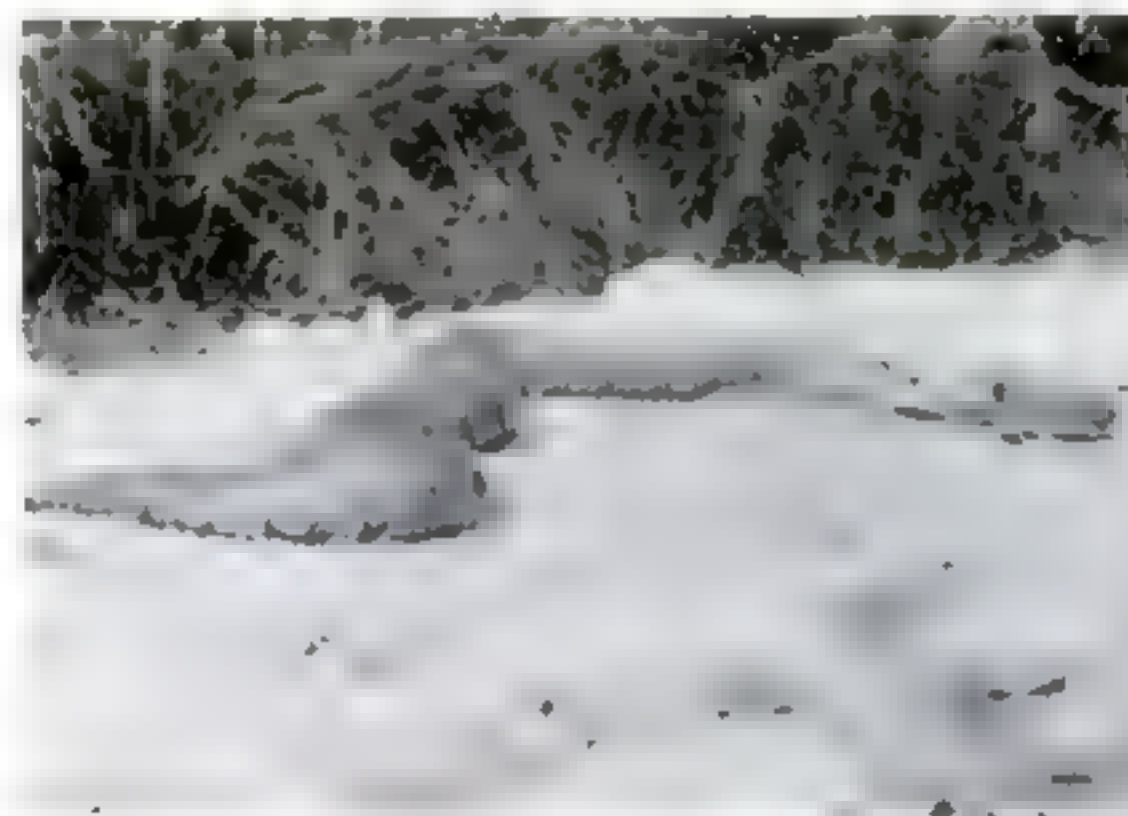
SNAKE SLOWLY DEVOURS FROG, SWALLOWING WHOLE LEG



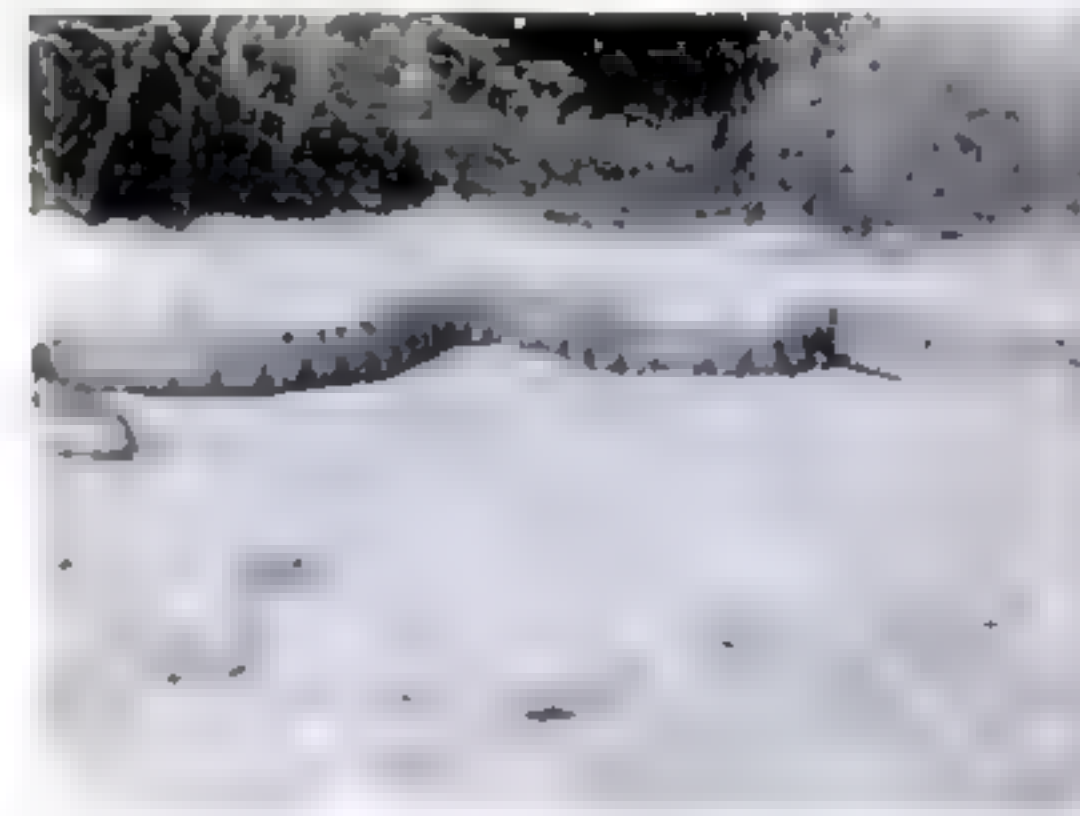
A LARGER SNAKE WRIGGLES FROM CREEK TO THE FEAST



SNAKE NO. 2 STARTS ITS MEAL ON SNAKE NO. 1'S TAIL



SNAKE NO. 1 COULD NOT DISGORGE FROG IN TIME TO ESCAPE



SNAKE NO. 2 HAS NOW CONSUMED SNAKE NO. 1 AND FROG



HICKOK

Months ago, Hickok designers foresaw today's sportswear fashions—and Hickok craftsmen have interpreted their designs in a galaxy of belts undeniably *right* for wear with this summer's fabrics. Belts for every occasion and every outfit. In leather. In genuine Palm Beach cloth. In braided cords. One dollar and more, at your men's store.





STANFORD'S "ROOSEVELT"

Sirs:

Here is a picture of—no, not Roosevelt, but Bob Moyle, Stanford Chi Psi (above). He is shown aboard the "S. S. Recession," one of the winning floats of the annual water carnival.

Moyle's striking resemblance to the President was one of the high lights of the day which included the complete collapse of our ancient boathouse (LIFE, May 30).

W. DAINGERFIELD
WILCOX

Portland, Ore.



OPERATION

Sirs:

This series of photos (right) was taken by Emerson Carey Jr., father of Emerson Carey III, the boy shown. Emerson III had injured his finger and had a hemorrhage under his nail. The scene is in a doctor's office in Hutchinson, Kan. In the top picture the doctor is telling Emerson III his finger must be opened. In the second the doctor starts to drill through the nail. In the last Emerson III lets out a whoop as the nail is punctured and the operation is successfully concluded.

LARRY FREEMAN

The Ellis Review
Ellis, Kan.



When the going gets tough . . .

KEEP COOL WITH KOOLS!

Is your work getting you down? Wish vacation time were here? Try a pack of KOOLS and see how they clear the cobwebs out of a tired brain. They've got just a touch of mild menthol that takes the heat out of your smoking and puts a welcome coolness in. Also there's a coupon with every pack of KOOLS . . . good in the U. S. A. for almost fifty worthwhile premiums. Let's cool off with KOOLS today!

UNION MADE

TUNE IN Tommy Dorsey and his orchestra. Every Wednesday evening, coast-to-coast NBC Red Network.



COUPONS ON EVERY PACK...GOOD FOR PREMIUMS LIKE THESE



Cigarette Case—Enamel and silver nickel; choice of five colors, 100 coupons.



FREE. Write for illustrated 36-page B & W premium booklet, No. 15. Address the Brown & Williamson Tobacco Corp., Box 599, Louisville, Kentucky.



Cory Coffee Brewer. 8-cup size. With electric stove, 450 coupons; without, 325.

B & W COUPONS ALSO PACKED IN RALEIGH & VICEROY CIGARETTES; BIG BEN SMOKING TOBACCO

WHY HURRY TO BE AN ANGEL?

by don herold

● You'd think tires were \$1000 a piece, the way people try to wear them down thin as tissue paper.

People buy automobile insurance, yet overlook the *safety insurance* they can get by swapping in their old tires at the right time.



I mean if you will go ahead and "waste" just a few cents in shedding old tires, you'll be buying safety insurance at cut-rates, or my figures are all wrong.

The way to avoid tire trouble is not to use the last ten per cent of a tire's life.

Your Kelly dealer will allow you more for that last ten per cent (on new Kellys) than you can hope to save by using it up. You'll thus get safety insurance for practically nothing.

I talk Kellys because I've seen Kellys made. I've seen the factory blend carbon black into and throughout the rubber compound—carbon black, that fine, feathery dust that is tough as diamonds.



Kelly has perfected this mixing process—and it gives you a tire that outwears steel—literally *pliable armor plate*. (Hence the Kelly name—*Armorubber*.)

Get yourself some safe, sure miles from your Kelly dealer. You will find him a friendly, square-shootin' feller.



KELLY Springfield
TIRES
DEPENDABLE FOR 44 YEARS

PICTURES TO THE EDITORS

(continued)

GOODYEAR'S DINOSAUR

Sirs:

This dinosaur, made of rubberized cotton fabric and inflated with air, was manufactured by Goodyear on order from a circus now showing in the Middle West, for use in street parades. When the figure was completed in the Goodyear balloon room it looked so unusual it was

taken out to be photographed in an outdoor setting. The "hunter" gives a size comparison. The dinosaur is 50 ft. long from nose to tail, is 12 ft. high, weighs 250 lb. and requires 2,000 cu. ft. of air for inflation.

FRANK PETRIE

The Goodyear Tire & Rubber Co., Akron, Ohio



1938's FIRST BALE OF COTTON

Sirs:

Francisco P. Lozano, whose farm at La Grulla, in Starr County, Tex., is only a few hundred yards north of the Rio Grande, produced the world's first bale of 1938 cotton. His 50-acre field had been stripped of open cotton from May 23 to May 31 to get enough seed cotton to gin the first bale.

Lozano had previously produced the world's first bale in 1934 and 1937 and is the first farmer ever to produce the first bale two successive years. Lozano's 1938 bale was, with one exception, the earliest ever produced. The record-breaker was ginned on May 21, 1921, by Ernest Matz, of Cameron County.

BRAD SMITH

McAllen, Tex.



RUNNER-UP

Sirs:

In its May 30 issue LIFE published some pictures of Betty Gray, winner of the "Walter Winchell Sweepstakes" for the best-looking girl working for Uncle Sam in Washington. What I can't understand is how the editor overlooked including a picture of the runner-up, Blanche Brewer, who rated every recognition accorded the winner, including two screen tests by Twentieth-Century Fox. Blanche works in the Federal Housing Administration. Take a look at her picture. Not bad, eh?

S. A. STANLEY

Memphis, Tenn.



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Carbon particles adhere to motor game—the dissolving of which frees the carbon. When valves seat tightly, operation is improved. KARBOUT was developed to—

- Restore and Equalize Compression in all cylinders
- Restore Lost Power
- Stop "Motor Ping"
- Recover "New Motor" quietness and smoothness

ALL for \$1.00. At Service Stations and Garages

SHALER KARBOUT TREATMENT

The SHALER Company, Waupun, Wis.



STOP FACIAL BLEMISHES
WHILE THEY ARE STILL MINOR LOCAL IRRITATIONS.
CUTICURA SOAP AND OINTMENT

CANDID CAMERA DEVELOPING

Roll Free—Prints Enlarged to 3x4. Each 4c. Contact prints (same size as negative) 2c each. Skilled professionals working in our up-to-the-minute plant using only finest quality materials assure you artistic results with a minimum of graininess. Enlargements a specialty. Regular rolls developed with 8 high gloss lifetime prints and TWO beautiful Master Enlargements only 25c coin. Mail roll, name, coin to SUNSET SERVICE, 311 Sunset Bldg., St. Paul, Minn.

Robert L. Moses—Dictator or Democrat?

New York's public servant de luxe and his \$521,000,000 worth of parks, bridges and beaches are appraised in FORTUNE for June—an issue in which you will also find down-to-earth discussions of:

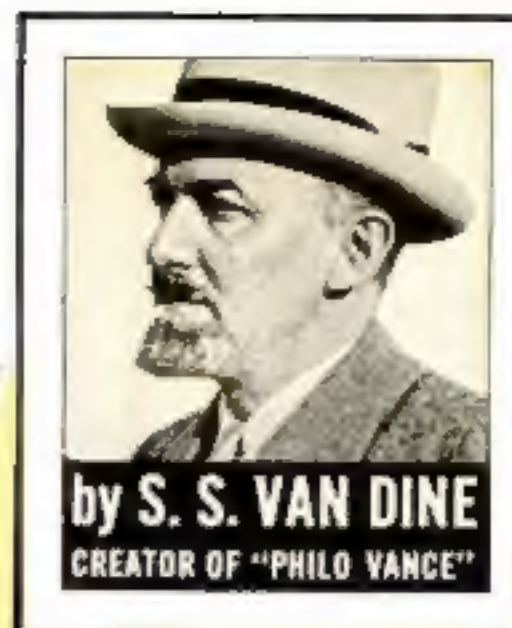
- The Democratic Party: 1938
- The Used Car
- Building Labor
- Ballantine Brewing
- Mining in Flin Flou
- Blind Landing for Airplanes

SIZZLE STEAKS

For picnics, outings, camping, wiener roasts, fish fry, take along a Jiffy Grill. Hot fire quick with wood or charcoal. Folds compact. Top 8 1/2 x 18 inches. All steel. Sent postpaid for \$1 bill. Address

JIFFY GRILL—Winton Place 13, Cincinnati, Ohio

2 Clues for Party Givers



Clue #1
"LOOK AT THE RECORD! Actual figures show that America buys more Hiram Walker gins than any other kind. You simply can't go wrong if you follow that clue in choosing a gin that's sure to please all your guests—whether you're giving a party for four or fifty!"



Clue #2

Evidence gathered at private swimming pool parties... at country clubs and bars... indicates that the Gin Julep is one of America's favorite Summer drinks. So follow that clue and serve this delicious, refreshing cooler:

Fill a silver julep cup or tall glass half full of finely cracked ice, add 5 or 6 leaves of mint lightly dusted with powdered sugar. Crush lightly with spoon; then fill with more cracked ice. Now fill the cup or glass with Hiram Walker's Gin* and add two sprigs of lightly sugar-dusted mint.

*Here's why Hiram Walker's Distilled London Dry Gin takes the mystery out of successful drink-mixing. It's made by the exclusive Controlled Condensation Process that insures uniformly perfect flavor in every bottle!



**AMERICA BUYS MORE
HIRAM WALKER GINS
THAN ANY OTHER KIND**



● WITNESSED STATEMENT SERIES:
Ray Oglesby Has Smoked Luckies for 11 Years

AN "EYE FOR TOBACCO" *trained for 20 years*

RAY OGLESBY, Independent Tobacco Expert, says: "At Every Auction, I've Seen Luckies Buy the Same Fine Leaf"

FOR YOUR TASTE . . . think over the cigarette preference of America's independent tobacco experts. These experts—like Ray Oglesby—are not connected with any cigarette maker. They are skilled auction-

eers, buyers and warehouse operators. Sworn records show that with these men—with men who know tobacco best—it's Luckies 2 to 1.

FOR YOUR THROAT . . . keep in mind that only Luckies give you the throat protection of the "Toasting" process. This process takes out certain harsh throat irritants found in all tobacco. So next time try Luckies . . . try them for a week, and see.

***Sworn Records Show That-* WITH MEN WHO KNOW TOBACCO BEST- IT'S LUCKIES 2 TO 1**